

Maranatha Broadcasting Company, Inc.

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

1st Quarter Programs 2013 / 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. Key newscasts are repeated on our RTV 69.4 digital channel as well overnight on 69.1 for more convenient viewer access. In addition to our local newscasts on WFMZ-TV, we also provide the local community with news and information on wfmz.com and our Smartphone apps. News is continuously updated throughout the day to serve the needs of the community.

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

WFMZ-TV provides substantial support to many local charities and fundraisers through promotional messages and public service announcements. The promotion WFMZ-TV provides is invaluable to many non-profit organizations in raising much-needed funds for their service to the community.

Members of the WFMZ-TV staff serve on many non-profit volunteer boards and organizations throughout the region. WFMZ-TV uses these many connections to understand and better assess the important issues facing the community and serve those needs on an ongoing basis via our news coverage, special programs, documentaries, or promotional support.

During the most-recent three-month period, WFMZ-TV also aired over 12 hours of programming each week designed to meet the educational and instructional needs of children. More information regarding these programs may be found in our quarterly Children's Programming Report (FCC Form 398), available at www.fcc.gov.

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

Another local program is Law Journal, a 30-minute program that focuses on legal issues encountered by many viewers. The program usually includes a panel of four lawyers, judges or others in law-related professions that address topics such as workers compensation claims, divorce, child custody, workers rights, and other general topics of interest. Law Journal has been locally-produced and aired on WFMZ-TV for over twenty years.

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

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

Attached is a list of topics that WFMZ-TV has identified as important issues facing the community. These issues were address in local produced news segments as well as in locally-produced 30-minute programs broadcast by WFMZ-TV in the three-month period ending March 31st, 2013 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: 1/02/13

Program: News 6 PM

Title: Sickesses Picking Up as Winter Rolls in

Length: 2:06

Health officials predict we could be in the midst of one of the worst flu seasons in years.

Issue: Health

Date: 1/09/13

Program: News 5:30 PM

Title: CDC Says 1 in 15 High School Girls Drink

Length: 1:50

A recent report released by the Centers for Disease Control and Prevention reveals the severity of binge drinking among women and teenage girls.

Issue: Health

Date: 1/25/13

Program: News 5:30 AM

Title: Smoking and Life Expectancy

Length: 0:27

We always hear that smoking is bad for your health... and now researchers say it could take at least a decade off of your life.

Issue: Health

Date: 2/04/13

Program: News 6:00 AM

Title: Eating Disorders – Part One

Length: 2:04

Doctors say eating disorders are complicated. But they are also quick to point out that society may have a lot to do with it.

Issue: Health

Date: 2/07/13

Program: News 5:30 AM

Title: Air Pollution/Birth Weight

Length: 0:23

Researchers say air pollution could have an effect on the birth weight of babies.

Issue: Health

Date: 2/19/13

Program: News 6:00 PM

Title: Lehigh Valley Has Low Mortality Rate

Length: 0:28

A new survey suggests local hospitals are doing a good job of keeping people alive. The Lehigh Valley has the 19th-lowest mortality rate in the nation -- almost 5.5-percent.

Issue: Health

Date: 3/01/13

Program: News 6:30 AM

Title: Skin Cancer – Part 3

Length: 3:50

Continuing our series "More than Skin Deep", did you know that one person dies from melanoma every hour?

Issue: Health

Date: Date: 3/12/13

Program: News 12 PM

Title: FDA Trying to Complete Menu Labeling Law

Length: 0:29

A plan to allow diners to track their calories while they eat out has hit some snags in Washington.

Issue: Health

Date: Date: 3/19/13

Program: News 5:30 AM

Title: More Parents Opting Against HPV Vaccine for Kids

Length: :29

It looks like more parents don't want their kids rolling up their sleeves for the HPV vaccine. Health experts recommend that both boys and girls receive three shots as preteens.... to protect against the virus that causes cervical cancer.

Issue: Crime/Public Safety

Date: 1/01/13

Program: News 5:30PM

Title: South Third Street Homicide

Length: 1:47

Police say the 21-year-old victim was found right down this street, dead ... in the middle of the sidewalk. But solving this crime could be a challenge.

Issue: Crime/Public Safety

Date: 1/10/13

Program: News 5:30 AM

Title: Police Police Still Searching for Mother

Length: 0:31

Police raided this apartment on North 10th street on Tuesday. They say they found 3 young children alone in a bedroom... near 75 grams of crack cocaine and with a loaded handgun under the mattress.

Issue: Crime/Public Safety

Date: 1/30/13

Program: News 12 PM

Title: Greenleaf Taskforce Idea Moving Forward

Length: 0:36

A gun safety task force that was proposed by a state senator from our area is one step closer to becoming a reality in Harrisburg. Republican Stewart Greenleaf proposed a resolution earlier this month to form a panel of experts to study mass shootings.

Issue: Crime/Public Safety

Date: 2/04/12

Program: News 10PM

Title: Father, Son Involved in Monroe County Homicide

Length: 0:43

In Monroe County the State Police at Swiftwater are investigating a homicide they say involves a father and son.

Issue: Crime/Public Safety

Date: 2/21/12

Program: News 5 PM

Title: Governor Corbett on Hand for Ambulance Center Groundbreaking

Length: 0:51

Governor Tom Corbett was in Lehigh County today to help break ground on a multi-million dollar ambulance center.

Issue: Crime/Public Safety

Date: 2/25/12

Program: News 10:30 PM

Title: Cold Open: Caught on Camera

Length: 0:14

Caught on camera...a disturbing crime in Reading. A burglar pries a safe from the floor in the Islamic Center and though he seems to honor protocols of the faith by not wearing shoes he takes the safe!

Issue: Crime/Public Safety

Date: 3/01/13

Program: News 6:30 AM

Title: Home Invasion Charges

Length: 0:46

Police in Berks County have made an arrest in a violent home invasion... 6 years after the crime. Omar Caraballo was arrested Wednesday night in Reading.

Issue: Crime/Public Safety

Date: 3/12/13

Program: News 10 PM

Title: Reverse 911 Coming to Lehigh County

Length: 0:26

The tables are being turned on Lehigh County's 911 system.. and emergency officials say it will provide a boost to public safety.

Issue: Crime/Public Safety

Date: 3/15/13

Program: News 10:30 PM

Title: PA Senator Wants to Examine Campus Safety Issues

Length: 0:26

Three assaults on the Kutztown University campus in the past week have a state lawmaker calling for action.

Issue: Education

Date: 1/04/13

Program: News 5 PM

Title: State-owned Universities Contract Talks Resumed

Length: 0:32

State officials are heading back to the bargaining table to try to reach a deal with professors at Pennsylvania's state-owned universities.

Issue: Education

Date: 1/12/13

Program: News 8 AM

Title: School Uniforms

Length: 2:05

Big changes could be coming to Allentown's Allen High School. Members of the district's education committee have signed off on a new plan that would require students to wear school uniforms.

Issue: Education

Date: 1/30/13

Program: News 7 AM

Title: Catholic Schools Week

Length: 0:33

Catholic School's week is underway and some students in Berks County are celebrating with some unique fashions. It was crazy hat and mismatch day yesterday at the John Paul Two Center for Special Learning in Shillington.

Issue: Education

Date: 2/04/13

Program: News 10:30 PM

Title: Deal to Avert Strike Close at Hand

Length: 0:53

After two days of marathon negotiations... it appears a state-wide strike has been averted at Pennsylvania's 14 state-owned universities.

Issue: Education

Date: 2/14/13

Program: News 10 PM

Title: Lehigh University Student Loses Legal Battle

Length: 2:10

First at 10: the college student who sued over her bad grade. She claimed the grade a Lehigh professor gave her was a kind of retaliation and was worth about a million dollars in damages.

Issue: Education

Date: 2/24/13

Program: News 10P M

Title: What Sequester Means for PA

Length: 0:37

We are beginning to see what the automatic spending cuts, set to take effect this week-would mean for Pennsylvania.....About \$26.4 million for primary and secondary education, about \$21.4 million to educate children with disabilities.

Issue: Education

Date: 3/07/13

Program: News 6 AM

Title: Charter Schools Make Changes

Length: 0:35

A charter school in Lehigh County is making major changes to try to stay open. Back in January -- Catasauqua School District officials raised concerns about the Medical Academy Charter School.

Issue: Education

Date: 3/12/13

Program: News 10PM

Title: ESU Block Downs Syndrome Students from Walking at Graduation

Length: 2:18

First at 6:00: Commencement controversy. Students on one Monroe County college campus say some of their peers are being shut out of a rite of passage. But the school sees it much differently.

Issue: Education

Date: 3/22/13

Program: News 5 PM

Title: Allentown School District Looking to Lawmakers to Find Funding

Length: 2:01

Despite an outcry from teachers, parents and students in the Allentown School District ...officials have given the go-ahead for a so called "worst case scenario" budget plan.

Issue: Government

Date: 1/05/13

Program: News 10PM

Title: Gun Show Protests

Length: 2:02

The gun control debate hits Berks County. As a gun show rolled into town today so did protesters. WFMZ's John Craven is here with that.

Issue: Government

Date: 1/12/13

Program: News 8AM

Title: Postal Service Facing Own Fiscal Cliff

Length: 0:26

The government managed to avoid it. But now it appears the U.S. Postal Service is facing its own fiscal cliff.

Issue: Government

Date: 1/29/13

Program: News 5PM

Title: President Obama Discusses Immigration

Length: 1:41

President Obama says now is the time to fix the nation's broken immigration laws. Today the president announced that he supports the reform plan that was introduced by a bipartisan group of Senators.

Issue: Government

Date: 2/01/13

Program: News 10PM

Title: Government Lists Rules on Snacks

Length: 0:26

The government is upping its efforts to fight childhood obesity by targeting what children eat in school.

Issue: Government

Date: 2/16/13

Program: News 7AM

Title: House Votes to Extend Federal Worker Pay Freeze

Length: 0:38

Government workers could be going even longer without a pay raise. The House has voted to extend a pay freeze for nine more months.

Issue: Government

Date: 2/27/13

Program: News 12 PM

Title: Voting Right Act

Length: 0:53

The United States Supreme Court is hearing arguments today about voting rights. The case challenges a section of the Voting Rights Act that requires the federal government to approve redistricting in places with histories of discrimination.

Issue: Government

Date: 3/01/13

Program: News 6 AM

Title: Sequester Day is Here

Length: 2:07

Today after weeks of inaction from Congress forced spending cuts are set to take effect. The President has until midnight tonight to order 85-billion dollars in cuts unless there's a last minute compromise that many say is highly unlikely.

Issue: Government
Date: 3/12/13
Program: News 6 PM
Title: 69% Back Christie on Medicaid
Length: 0:32

A new poll shows support for a controversial decision by New Jersey Governor Chris Christie. 69-percent of voters say the GOP governor was right to expand Medicaid through the president's health care law.

Issue: Government
Date: 3/22/13
Program: News 12 PM
Title: House Passes Ryan Plan
Length: 0:31

Lawmakers in the House have signed off on 2 spending measures ... but one of them has no chance of getting through the Senate.

Issue: Elderly
Date: 1/04/13
Program: News 5:30PM
Title: Dream Comes True for 91 Year Old Woman
Length: 1:46

A 91-year-old woman from Exeter Township has brushed the dust off her dancing shoes to make her dreams come true. But this wouldn't have been possible without the support of her senior living community. WFMZ's Kimberly Davidow has the story.

Issue: Elderly
Date: 1/11/13
Program: News 10PM
Title: Jury Begins Deliberating in Thor Frey Trial
Length: 0:33

A jury is now deciding the fate of a New Jersey man accused of killing an elderly woman. The jury began deliberating today in the re-trial of Thor Frey.

Issue: Elderly
Date: 1/25/13
Program: News 6PM
Title: Coroner Says Cold May Have Played Role in Elderly Man's Death
Length: 1:37

The Monroe County coroner says this week's deep freeze may have played a part in the death of an elderly man.

Issue: Elderly
Date: 2/06/13
Program: News 6 AM
Title: Man Accused of Attacking Elderly Mennonite Women Heading to Trial

Length: 0:27

A man accused of terrorizing 3 elderly Mennonite sisters in Lancaster County will be heading to trial.

Issue: Elderly

Date: 2/19/13

Program: News 10PM

Title: Scams and the Elderly

Length: 2:08

Taking advantage of the elderly....that's exactly what Bethlehem police say happened this past weekend to a woman by a man who was posing as a water company employee.

Issue: Elderly

Date: 2/28/13

Program: News 5:30PM

Title: CDC: Superbug Numbers Jump in Health Facilities and Nursing Home

Length: 0:27

Officials say they're warning the nation's health care facilities about a spike in a rare Super Bug. The Centers for Disease Control and Prevention say it's found an increased number of complaints about germs that are resistant to most antibiotics.

Issue: Elderly

Date: 3/07/13

Program: News 12PM

Title: Bucks DA Holds News Conference Regarding Shooting

Length: 0:29

Officials in Bucks County are releasing more information today about a shootout during a standoff that left an innocent elderly woman dead.

Issue: Elderly

Date: 3/07/13

Program: News 5PM

Title: Liberty Nursing Home Resident Turns 103

Length: 0:29

A Lehigh Valley resident has 103 reasons to celebrate today! A birthday party was held this afternoon at Liberty Nursing and Rehab in Allentown for resident John Matthews.

Issue: Elderly

Date: 3/19/13

Program: News 5:30PM

Title: Coroner Called to Shooting at Hospital

Length: 0:25

Officials with Lehigh Valley Hospital in Allentown say a hospice patient was shot and killed by her elderly husband this afternoon. They say a man shot his wife then took his own life on the hospice inpatient unit around 1:00.

30 Minute Locally Produced Programming Examples:

Issue: Social Security

Date: 1/06/2013

Time: 5:30 PM

Program: Law Journal

Length: 30 Minutes

Topic: A Congressional Report: The Politics of Social Security Disability

Issue: Gay Rights

Date: 1/07/2013

Time: 7 PM

Program: Law Journal

Length: 30 Minutes

Topic: Same Sex Marriage-The Long and Winding Road to the Supreme Court

Issue: Elderly/Politics

Date: 1/07/2013

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: Gracedale Nursing Home Issues, One Year Later

Issue: Gay Rights

Date: 1/13/2013

Time: 5:30 PM

Program: Law Journal (Re-broadcast)

Length: 30 Minutes

Topic: Same Sex Marriage-The Long and Winding Road to the Supreme Court

Issue: Employee Rights

Date: 1/14/2013

Time: 7 PM

Program: Law Journal

Length: 30 Minutes

Topic: Facebook & The Boss-When Social Media Intersects the Workplace

Issue: Politics
Date: 1/14/2013
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: One-on-one with US. Senator Pat Toomey

Issue: Employee Rights
Date: 1/20/2013
Time: 5:30 PM
Program: Law Journal
Length: 30 Minutes
Topic: Facebook & Boss-When Social Media Intersects the Workplace

Issue: Health/Politics
Date: 1/21/2013
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Glaxo, Dr. Drew and You: Is a Pharma Company Paying Your Doctor?

Issue: Politics/Government
Date: 1/21/2013
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Is the New Voter ID Law Unfair?

Issue: Health/Politics
Date: 1/27/2013
Time: 5:30 PM
Program: Law Journal
Length: 30 Minutes
Topic: Glaxo, Dr. Drew and You: Is a Pharma Company Paying Your Doctor?

Issue: Social Security
Date: 1/28/2013
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Social Security Disability-Fast Track Benefits

Issue: Economy/Government
Date: 1/28/2013
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: The Growing Federal Debt and the Fiscal Cliff.

Issue: Social Security
Date: 2/03/2013
Time: 5:30 PM
Program: Law Journal
Length: 30 Minutes
Topic: Social Security Disability-Fast Track Benefits

Issue: Health
Date: 2/04/2013
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Ophthalmology

Issue: Marriage and Family
Date: 2/04/2013
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Private Investigation, Social Media, Custody and Divorce

Issue: Government
Date: 2/04/2013
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Should the 2nd Amendment Protect Assault Weapons?

Issue: Marriage and Family
Date: 2/10/2013
Time: 5:30 PM
Program: Law Journal
Length: 30 Minutes
Topic: Private Investigation, Social Media, Custody and Divorce

Issue: Health
Date: 2/11/2013
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Cardiology

Issue: Employment Law
Date: 2/11/2013
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Worker's Comp-A Culture of Settlement

Issue: Religion
Date: 2/11/2013
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Can You Be American and Muslim in America?

Issue: Employment Law
Date: 2/17/2013
Time: 5:30 PM
Program: Law Journal
Length: 30 Minutes
Topic: Worker's Comp-A Culture of Settlement

Issue: Health
Date: 2/18/2013
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: New Health Care Concepts and Technologies

Issue: Business
Date: 2/18/2013
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Small Business Bankruptcy: Mom & Pop on the Brink

Issue: Business/Government
Date: 2/18/2013
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Should Selling Booze in Pennsylvania be Privatized?

Issue: Business
Date: 2/24/2013
Time: 5:30 PM
Program: Law Journal
Length: 30 Minutes
Topic: Small Business Bankruptcy: Mom & Pop on the Brink

Issue: Health
Date: 2/25/2013
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Breastfeeding

Issue: Government
Date: 2/25/2013
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Roe vs Wade 40 Years On: The Legal History & Future of Reproductive Rights

Issue: Immigration/Government
Date: 2/25/2013
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Immigration-Policy and Boarder Protection.

Issue: Government
Date: 3/03/2013
Time: 5:30 PM
Program: Law Journal
Length: 30 Minutes
Topic: Roe vs Wade 40 Years On: The Legal History & Future of Reproductive Rights

Issue: Health
Date: 3/04/2013
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Back Pain

Issue: Family
Date: 3/04/2013
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Joint Legal Custody? Dealing with eh Difficult Ex

Issue: Employment/Government
Date: 3/04/2013
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Will "Right to Work" Be The End of Unions in PA?

Issue: Family
Date: 3/10/2013
Time: 5:30 PM
Program: Law Journal
Length: 30 Minutes
Topic: Joint Legal Custody: Dealing with the Difficult Ex

Issue: Health
Date: 3/11/2013
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Minimally Invasive Gynecologic Surgery

Issue: Health/Government
Date: 3/11/2013
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Off Label Drug Marketing & Free Speech

Issue: Immigration/Government
Date: 3/11/2013
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Immigration Part I: Immigration-Policy and Boarder Protection

Issue: Family
Date: 3/17/2013
Time: 5:30 PM
Program: Law Journal
Length: 30 Minutes
Topic: Off Label Drug Marketing & Free Speech

Issue: Health
Date: 3/18/2013
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Sports Medicine

Issue: Banking
Date: 3/18/2013
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Bankruptcy: Modifying Loans, Renegotiating Mortgages

Issue: Immigration/Government
Date: 3/18/2013
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Immigration Part II: Immigration-Policy and Boarder Protection

Issue: Banking
Date: 3/24/2013
Time: 5:30 PM
Program: Law Journal
Length: 30 Minutes
Topic: Bankruptcy: Modifying Loans, Renegotiating Mortgages

Issue: Health
Date: 3/25/2013
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Ear, Nose and Throat Surgery

Issue: Employment
Date: 3/25/2013
Time: 7 PM
Program: Law Journal
Length: 30 Minutes
Topic: Facebook, Blogs & the Boss-The Intersection of Social Media & the Workplace

Issue: Employment/Government
Date: 3/25/2013
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Minimum Wage-Could You Live on \$7.25 an Hour?

Issue: Employment
Date: 3/31/2013
Time: 5:30 PM
Program: Law Journal
Length: 30 Minutes
Topic: Facebook, Blogs & the Boss-The Intersection of Social Media & the Workplace