

Maranatha Broadcasting Company, Inc.

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

2016 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 6:30PM that airs on 69.4 and on another full power TV station as well as broadcasting the newscast at 11:00PM on 69.1.

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 September 30, 2016 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: 07/07/16

Program: News 5 PM

Title: HB Dignicap Cooling Cap

Length: 1:42

Cancer patients who undergo chemotherapy often lose their hair. But a new a cap is helping them, and not the way you might think.

Issue: Health
Date: 07/13/16
Program: News 5 PM
Title: How to Avoid Skin Cancer
Length: 1:58

More than a million people in the U-S have melanoma. That's the most serious type of skin cancer.

Issue: Health
Date: 07/22/16
Program: News 5 PM
Title: Saving Knees with Allograft
Length: 1:49

More than one-third of Americans have knee pain. Knee replacement surgery can offer relief and now there's a new surgery that's saving knees in younger patients.

Issue: Health
Date: 08/03/16
Program: News 5 PM
Title: Heart Attack Treatment Equipment
Length: 0:27

Health care officials in the Lehigh Valley say new technology could help diagnose and treat the most serious heart attack cases.

Issue: Health
Date: 08/12/16
Program: News 12 PM
Title: Olympic Puerto Rico Zika Virus Epidemic
Length: 0:27

U.S. health officials say they are concerned about how quickly the Zika Virus is spreading in Puerto Rico.

Issue: Health
Date: 08/20/16
Program: News 7 AM
Title: ADHD Pregnancy Link
Length: 0:25

A new study is drawing a connection between what pregnant women eat and the health of their children.

Issue: Health
Date: 09/05/16
Program: News 5 PM
Title: Low Tech Therapy for PAD
Length: 2:02

Peripheral Arterial Disease or P-A-D affects more than eight-million Americans.

Issue: Health

Date: 09/12/16

Program: News 6 AM

Title: Tips for Dealing with Dementia

Length: 2:36

For many families, dealing with a cognitive impairment can be complicated, difficult and sometimes overwhelming.

Issue: Health

Date: 09/21/16

Program: News 5 PM

Title: Health Beat – NF Tumors

Length: 2:03

Some disorders cause tumors to grow in the nervous system. And if those tumors grow on the nerves responsible for hearing patients can go deaf.

Issue: Crime/Public Safety

Date: 07/01/16

Program: News 6 PM

Title: Pottsville Beating

Length: 1:44

Now to a disturbing story out of Schuylkill County where police say a naked woman covered in bruises burst into a Pottsville business pleading for help.

Issue: Crime/Public Safety

Date: 07/20/16

Program: News 10 PM

Title: Lead Paint Abatement Grant

Length: 0:38

Allentown is getting some help in its fight against lead exposure. The U.S. Department of Housing and Urban Development is giving the city a grant to help get rid of aging toxic paint.

Issue: Crime/Public Safety

Date: 07/23/16

Program: News 10 PM

Title: Stop the Violence Rally

Length: 0:21

People who live in Pottstown, Montgomery County are calling for an end to the violence. Members of the community gathered at Riverfront Park today for an anti-drug and anti-violence crusade.

Issue: Crime/Public Safety

Date: 08/02/16

Program: News 6 AM

Title: Monroe Murder Charge

Length: 1:28

A Monroe County man will be arraigned this morning on murder charges.

Issue: Crime/Public Safety

Date: 08/07/16

Program: News 10 PM

Title: Amity Township Murder

Length: 0:52

Police in Amity Township, Berks County say a Good Samaritan was shot and killed while trying to stop a robbery and attack.

Issue: Crime/Public Safety

Date: 08/24/16

Program: News 4 PM

Title: Search for Shots Fired Suspect

Length: 1:43

Police are on the hunt for a man who fired several gunshots into the air outside a store in Berks County.

Issue: Crime/Public Safety

Date: 09/02/16

Program: News 5 AM

Title: Church Vandals

Length: 0:23

In Schuylkill County police are looking for vandals who targeted a church.

Issue: Crime/Public Safety

Date: 09/08/16

Program: News 5 PM

Title: School Deal with Heat

Length: 2:06

Some of the schools don't have air conditioning and that has districts getting creative to cool off their kids.

Issue: Crime/Public Safety

Date: 09/19/16

Program: News 10 PM

Title: Barnes Sentenced

Length: 2:30

Convicted killer Caleb Barnes will spend the rest of his life in prison.

Issue: Education

Date: 07/10/16

Program: News 10 PM

Title: Easton Heritage Day

Length: 1:26

Tradition lived on today in Easton during Heritage Day, with a public reading of the Declaration of Independence.

Issue: Education

Date: 07/13/16

Program: News 6 PM

Title: Education Summit

Length: 0:50

Logistics may be the key for those looking for a career here in the Lehigh Valley. Today students gave 35 educators from across the country a tour of the school's student run distribution center.

Issue: Education

Date: 07/29/16

Program: News 5 AM

Title: Allentown School District Interim Superintendent Hired

Length: 0:44

It's official. There is a switch-up in the leadership at the Allentown School District. Dr. Gary Cooper is now the new interim superintendent.

Issue: Education

Date: 08/03/16

Program: News 6 PM

Title: Attorney General Questions School Reimbursements

Length: 0:34

Pennsylvania's financial watchdog says some charter schools got money they weren't entitled to, including a few schools in our area.

Issue: Education

Date: 08/22/16

Program: News 10 PM

Title: Charter School Mailer

Length: 2:24

First at 10, an ad sent to homes in the Bethlehem area has a lot of people in the community angry. And a state official is calling on the feds to investigate.

Issue: Education

Date: 08/24/16

Program: News 10 PM

Title: LVCC Merger

Length: 0:36

A child care center that has served our area for more than 40 years is reaching new heights in early education.

Issue: Education

Date: 09/01/16

Program: News 5:30 AM

Title: Charter School Delay

Length: 0:25

The first day of class has been delayed for the Innovative Arts Academy Charter School in Catasauqua.

Issue: Education

Date: 09/08/16

Program: News 10:30 PM

Title: School Bus Meeting

Length: 1:55

Changes are coming after a family's frightening ordeal. A boy spent hours alone on a school bus

Issue: Education

Date: 09/019/16

Program: News 5:30 AM

Title: Opioid Awareness Week

Length: 0:25

President Obama is asking everyone to remember the victims of opioid overdoses this week.

Issue: Government

Date: 07/02/16

Program: News 10 PM

Title: Puerto Rico Turmoil

Length: 1:46

Officials in Puerto Rico say their island is in a dire financial situation as they try to control a massive 70-billion dollar debt.

Issue: Government

Date: 07/12/16

Program: News 5:30 PM

Title: Obama on Healthcare

Length: 0:34

President Obama is looking to address the ongoing problems with his signature health care law.

Issue: Government
Date: 07/27/16
Program: News 5 AM
Title: President Suspects Hacking
Length: 0:34
President Obama is blaming Russia for the recent hacking of the Democratic National Committee.

Issue: Government
Date: 08/02/16
Program: News 5 AM
Title: Zika Travel Warnings
Length: 0:25
Government health officials have issued a travel warning here in the U.S. because of the Zika virus.

Issue: Government
Date: 08/11/16
Program: News 4:00 PM
Title: Government Won't Reclassify Marijuana
Length: 0:33
The federal government is not changing its stance on marijuana even when used for medicinal purposes.

Issue: Government
Date: 08/19/16
Program: News 6 PM
Title: Transportation Funding
Length: 1:57
Could Lehigh Valley transportation projects like the widening of Route 22 stall even after they've started?

Issue: Government
Date: 09/02/16
Program: News 10 PM
Title: PA NJ Tax Deal Ending
Length: 0:36
Pennsylvania Governor Tom Wolf is slamming New Jersey Governor Chris Christie's decision to end a decades-old income tax agreement between the two states.

Issue: Government
Date: 09/14/16
Program: News 7:30 AM
Title: Gulen Formal Request
Length: 0:32
Turkey's government has now formally requested the arrest and extradition of the Poconos-based Islamic cleric Fethullah Gulen.

Issue: Government
Date: 09/19/16
Program: News 6 PM
Title: Bridgegate Trial
Length: 0:29

The so called Bridgegate trial opened today with prosecutors alleging New Jersey Governor Chris Christie knew about the scheme as it was happening.

Issue: Children
Date: 07/05/16
Program: News 6 PM
Title: Missing Allentown Children
Length: 1:29

We begin at 6:00 with the latest on a search for two boys who've gone missing in Allentown.

Issue: Children
Date: 07/16/16
Program: News 7 AM
Title: Easton Children's Garden Harvested
Length: 0:49

Some children in Easton are testing out their green thumb and eating a little healthier.

Issue: Children
Date: 07/28/16
Program: News 4 PM
Title: Girls Hit by Car in Easton
Length: 1:28

Easton Police are investigating after 2 young girls were hit by a car while riding their bicycles.

Issue: Children
Date: 08/09/16
Program: News 10:30 PM
Title: Car Seat Law
Length: 0:22

A law changing regulations for car seats goes into effect in Pennsylvania later this week.

Issue: Children
Date: 08/16/16
Program: News 5:30 AM
Title: Acetaminophen Study
Length: 0:44

If you're pregnant and take acetaminophen, you may want to scale back your usage.

Issue: Children
Date: 08/24/16
Program: News 8:30 AM
Title: Kids and Sugar
Length: 0:21
There's a new target for parents looking to watch the sugar intake of their kids.

Issue: Children
Date: 09/01/16
Program: News 8:30 AM
Title: Car Seat Latch Ratings
Length: 0:27
The Audi Q7, Lexus RX and Toyota Prius have the easiest-to-use anchors for child seats.

Issue: Children
Date: 09/09/16
Program: News 10 PM
Title: Football Practice in the Heat Can Be Dangerous
Length: 2:15
We now turn to Jamie Stover. She's live at the Bethlehem School District's football stadium with more on how people are beating the heat.

Issue: Children
Date: 09/13/16
Program: News 5 PM
Title: Alzheimers in Kids
Length: 2:20
Alzheimer's is a disease you think of in older adults. But there's a similar disease that affects 1 in 150-thousand children.

30 Minute Locally Produced Programming Examples:

Issue: Economy/Business
Date: 07/04/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: How Much Is Too Much?

Issue: Health
Date: 07/11/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Who Runs Lehigh Valley Health Network? Meet Dr. Brian Nester. (Repeat)

Issue: Economy/Business
Date: 07/18/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: How Much Is Too Much? (Repeat)

Issue: Politics
Date: 07/25/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Trump vs. Hillary – Who Will Be Our Next President? (Repeat)

Issue: Employment
Date: 08/01/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Diversity in the Workforce – Are we doing enough? (Repeat)

Issue: Employment
Date: 08/08/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Pensions – Right of Employees or Perk of the Past? (Repeat)

Issue: Employment
Date: 08/15/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Does Working Hard Make a Difference Today? (Repeat)

Issue: Environment
Date: 08/22/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Is There a Balance Between Saving Business and the Environment? (Repeat)

Issue: Employment
Date: 08/29/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Upcoming Overtime Regulations – Will You be Hurt or Helped? (Repeat)

Issue: World Relations
Date: 09/05/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: The Iran Deal – Is it good or bad for America? (Repeat)

Issue: Education
Date: 09/12/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: 5 College Presidents - One Panel with Tony Iannelli (Repeat)

Issue: Health
Date: 09/19 /16
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Controversies in Urology

Issue: Drugs
Date: 09/19/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Should PA Make Pot Legal?

Issue: Health
Date: 09/26/16
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Sports Injuries

Issue: Veterans Affairs
Date: 09/26/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Our Vets-Risking Their Life for What?