

Maranatha Broadcasting Company, Inc.

WFMZ-TV, Allentown, PA
300 East Rock Road
Allentown, PA 18103
2021 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 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: 01/05/21

Program: News 8:00 AM

Title: NJ Vaccinations

Length: 0:54

In New Jersey, Governor Phil Murphy says more than 100-thousand doses of the COVID-19 vaccines have been distributed so far.

Issue: Health

Date: 01/13/21

Program: News 5:00 AM

Title: Vaccine Changes Coming

Length: 1:21

The U.S. Covid-19 vaccine campaign is entering a new phase.

Issue: Health

Date: 01/29/21

Program: News 5:00 AM

Title: Variant Found in South Carolina

Length: 0:51

The first U.S. cases of a more contagious coronavirus strain have been found in South Carolina.

Issue: Health

Date: 02/01/21

Program: News 12:00PM

Title: Vaccine Clinics Close due to Snowstorm

Length: 0:36

The snowstorm has forced the cancellation of several COVID-19 vaccine clinics in the Lehigh Valley today.

Issue: Health

Date: 02/16/21

Program: News 5:00AM

Title: Navy Ship Outbreak

Length: 0:56

The U.S. Navy says three sailors on the US Theodore Roosevelt have tested positive for COVID-19.

Issue: Health

Date: 02/26/21

Program: News 10:00PM

Title: Meals on Wheels Vaccine

Length: 0:25

The Meals on Wheels program serving the Lehigh Valley is partnering with local health departments to make sure home-bound people have easy access to the coronavirus vaccine.

Issue: Health

Date: 03/01/21

Program: News 8:30AM

Title: Brazilian Outbreak Worsens

Length: 0:42

Brazil's capital has joined eight other states with issuing curfews and closures to slow the spread of COVID-19.

Issue: Health

Date: 03/12/21

Program: News 6:00 PM

Title: Cellsearch Counts Cancer

Length: 2:15

The earlier you get diagnosed with cancer, the better your odds of beating it. WFMZ's Melanie Falcon has more on a potential medical breakthrough, as she continues our series for Colorectal Cancer Awareness month.

Issue: Health

Date: 03/22/21

Program: News 5:00 PM

Title: AstraZenca Late Stage Study

Length: 0:34

AstraZeneca says its vaccine is 79-percent effective against symptomatic Covid-19. That's according to results in its U-S phase-three trial.

Issue: Crime/Public Safety

Date: 01/06/21

Program: News 4:00 PM

Title: EU Approves Moderna Vaccine

Length: 0:29

The European Union is giving the green light to Moderna's Covid-19 vaccine.

Issue: Crime/Public Safety

Date: 01/12/21

Program: News 6:00 PM

Title: Pearl Street Shooting

Length: 0:25

A man is in the hospital tonight following a shooting in Reading.

Issue: Crime/Public Safety

Date: 01/29/21

Program: News 4:00 PM

Title: Bangor Teacher Arrested

Length: 1:30

A band director at a Northampton County high school is behind bars...after allegedly admitting to having a sexual relationship with a student.

Issue: Crime/Public Safety

Date: 02/01/21

Program: News 5:30AM

Title: TSA Mask Mandate

Length: 0:45

Issue: Crime/Public Safety

Date: 02/12/20

Program: News 5:30PM

Title: Allentown Shooting

Length: 0:51

Allentown Police have detained several people in connection to a shooting and chase.

Issue: Crime/Public Safety

Date: 02/26/21

Program: News 5:00AM

Title: John Geddert Suicide

Length: 0:51

A former Olympic gymnastics coach has committed suicide, the day he was supposed to turn himself in on human trafficking and sex crimes charges.

Issue: Crime/Public Safety

Date: 03/01/21

Program: News 6:00PM

Title: Walmart Shooting Update

Length: 1:20

We are learning more disturbing details about Friday night's deadly shooting at a Walmart parking lot in Whitehall Township. It happened during a child custody drop off.

Issue: Crime/Public Safety

Date: 03/11/21

Program: News 6:00 AM

Title: Allentown Shooting

Length: 0:16

Allentown police are investigating a shooting. One man was hospitalized after shots rang out in the 100 block of Sycamore Street, between Front and Ridge around 7:30 last night.

Issue: Crime/Public Safety

Date: 03/22/21

Program: News 5:00 PM

Title: PA Ease Mask Mandate

Length: 0:31

Pennsylvania is relaxing its Covid-19 mask mandate for some people.

Issue: Education

Date: 01/04/21

Program: News 6:00 PM

Title: Kids Dropping Out

Length: 1:45

It's the first day back to school after the holiday break and for many Lehigh Valley students that means back to virtual classes. But while some students thrive with on-line learning, some local educators say it's taking a serious toll on others.

Issue: Education

Date: 01/07/21

Program: News 10:30 PM

Title: Trump Administrations Resignations

Length: 0:28

The unrest at the Capitol is having an impact on members of the Trump administration. Education secretary Betsy DeVos resigned from her post this evening.

Issue: Education

Date: 01/28/21

Program: News 12:00 PM

Title: PA Advances Relief Bill

Length: 1:50

It will help the hospitality industry, landlords and tenants struggling to pay rent, and education institutions that hadn't received funds in earlier rounds.

Issue: Education

Date: 02/03/21

Program: News 4:00PM

Title: Wolf Budget Address

Length: 0:53

Some of that extra money would go towards public education... in what would be its biggest funding boost in Wolf's tenure.

Issue: Education

Date: 02/12/21

Program: News 8:30AM

Title: Education and Vaccine

Length: 0:51

Education officials in Pennsylvania are asking Governor Tom Wolf to move teachers and school staff ahead in the vaccine line.

Issue: Education

Date: 02/25/21

Program: News 10:00PM

Title: Push to nix PSSA

Length: 0:34

Every year Pennsylvania students take standardized tests...but there's a push to nix them this year.

Issue: Education

Date: 03/01/21

Program: News 5:30AM

Title: Britain Back to School

Length: 0:47

Families of school-aged kids in Britian will receive free coronavirus home test kits.

Issue: Education

Date: 03/12/21

Program: News 6:00PM

Title: Virtual School Success Stories

Length: 1:45

There's a big push to get teachers vaccinated quickly so students can return to their classrooms. While some parents are eager to get their kids back in front of a teacher--- others say virtual learning has been a game changer.

Issue: Education

Date: 03/18/20

Program: News 10:00 PM

Title: EASD Re-Opening Plan

Length: 0:35

Starting next month, many students in the Easton Area School District will spend double the time in the classroom after educators finish getting their coronavirus vaccines.

Issue: Government

Date: 01/01/21

Program: News 5:30 PM

Title: New Laws Real ID

Length: 0:35

After years of delays, the federal government will begin to enforce its REAL ID law in October. That means you must have a REAL ID-compliant driver's license or photo I-D card to board flights and enter federal buildings.

Issue: Government

Date: 01/15/21

Program: News 10:30 PM

Title: Alex Azar Resigns

Length: 0:22

Another cabinet member is resigning from the Trump administration.

Issue: Government

Date: 01/27/21

Program: News 6:00 AM

Title: Biden Covid Briefings

Length: 0:52

Today President Biden is bringing back coronavirus briefings for the public.

Issue: Government

Date: 02/03/21

Program: News 7:30AM

Title: Puerto Rico Financing

Length: 0:50

The federal government has given Puerto Rico funds to help prepare for hurricanes and other disasters.

Issue: Government

Date: 02/10/21

Program: News 4:00PM

Title: Georgia Prosecutors Open Trump Call Investigation

Length: 0:35

A prosecutor in Georgia has opened a criminal investigation into whether former President Trump interfered with the state's election process.

Issue: Government

Date: 02/28/21

Program: News 10:00PM

Title: Unemployment Fraud

Length: 0:34

Massive fraud in the nation's unemployment system is raising alarms even as President Biden and Congress prepare to pour hundreds of billions of dollars into expanded benefits.

Issue: Government

Date: 03/01/21

Program: News 8:30AM

Title: Biden Infrastructure

Length: 0:50

President Biden is looking toward a massive infrastructure initiative.

Issue: Government

Date: 03/12/21

Program: News 6:00AM

Title: Biden Speech Covid Bill

Length: 2:00

It's now been a year since our lives were changed forever by the coronavirus pandemic and President Biden addressed the nation last night offering a bright message for the future.

Issue: Government

Date: 03/19/21

Program: News 6:00PM

Title: Biden and Harris in Atlanta

Length: 0:28

President Biden and Vice President Harris visited Atlanta today... days after eight people were killed in shootings at three massage parlors.

Issue: Elderly/Children

Date: 01/07/21

Program: News 4:00PM

Title: Local Lawmakers on Riots

Length: 0:25

Congressman Matt Cartwright tells 69 News he was worried about the elderly representatives as they were all being escorted to safety.

Issue: Elderly/Children

Date: 01/15/20

Program: News 6:00PM

Title: Nursing Home Vaccine Mandate

Length: 2:00

Employees at a Bucks County long-term care facility who don't want to get the COVID-19 vaccine might not have a choice.

Issue: Elderly/Children

Date: 01/25/21

Program: News 5:30PM

Title: West Reading Assault

Length: 0:48

Police say the man shown here assaulted an elderly man on January 3rd in the 400 block of Chestnut Street.

Issue: Elderly/Children

Date: 02/09/20

Program: News 8:30AM

Title: Biden Relief Package

Length: 0:51

It includes an additional 14-hundred dollars in direct payments to individuals.. bolstered unemployment benefits and more generous tax breaks for families with children and for lower earners.

Issue: Elderly/Children

Date: 02/12/21

Program: News 12:00PM

Title: Wolf Vaccine Help Elders

Length: 0:52

Wolf says Pennsylvania has one of the largest populations of older adults in the country. He says, that can make rollout difficult, considering there's already a limited vaccine supply. He admits more needs to be done to get people vaccinated, especially the elderly.

Issue: Elderly/Children

Date: 02/20/21

Program: News 7:30AM

Title: Muhlenberg School Protest

Length: 1:41

A handful of concerned parents in the Muhlenberg School District braved the cold and stood outside the administration building to voice their opinions about virtual learning and their desire to get kids back in the classroom.

Issue: Elderly/Children

Date: 03/02/21

Program: News 4:30PM

Title: 6 Dr. Suess Books Not Being Published

Length: 0:43

On the birthday of the late Doctor Seuss some of the children's author's books are about to be pulled from production.

Issue: Elderly/Children

Date: 03/16/21

Program: News 5:00PM

Title: Giant Employees Volunteer at Second Harvest

Length: 0:39

Whether it's giving hams, or packing lunches, or helping the elderly, the Giant company feels it's always important to give back in areas that we operate.

Issue: Elderly/Children
Date: 03/22/21
Program: News 5:00PM
Title: Kids Held at Border
Length: 0:25

The number of unaccompanied migrant children in custody at the U-S southern border for more than 10 days has jumped to more than 800.

30 Minute Locally Produced Programming:

BUSINESS MATTERS

Issue: Government/Politics
Date: 01/11/21
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: What's Happening in Washington?

Issue: Local Business
Date: 01/18/21
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Saving Our Restaurants

Issue: Covid-19 and the Economy
Date: 01/25/21
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: COVID-19 Update: Physical and Economic Health

Issue: Pre-empted due to Weather Coverage
Date: 02/01/21
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Pre-empted due to Weather Coverage

Issue: Politics
Date: 02/08/21
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Congressional Update: A Look Ahead

Issue: National Terrorism
Date: 02/15/21
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Insurrection Aftermath

Issue: Immigration
Date: 02/22/21
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Immigration Reform in the Biden Era

Issue: Local Economy
Date: 03/01/21
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Lehigh Valley Economic Forecast

Issue: Local Economy
Date: 03/08/21
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Lehigh Valley's Health and Economic Outlook

Issue: Politics
Date: 03/15/21
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: **American Politics - Where do we go from here?**

Issue: Education and Covid
Date: 03/22/21
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: **Reopening Our Schools**

Issue: Drugs
Date: 03/29/21
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: **Marijuana Legalization - Is Now the Right Time?**

TALK WITH YOUR DOCTOR

Issue: Health
Date: 01/25/21
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Medical Detox Unit

Issue: Health
Date: 02/01/21
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Pre-empted due to Weather Coverage

Issue: Health
Date: 02/08/21
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Weight Loss

Issue: Health
Date: 02/15/21
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Common Topics in Primary Care

Issue: Health
Date: 02/22/21
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Congestive Heart Failure

Issue: Health
Date: 03/01/21
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Stroke and Other Neuro Covid Conditions

Issue: Health
Date: 03/08/21
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Lung Treatment Advances

Issue: Health
Date: 03/15/21

Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Hernias

Issue: Health
Date: 03/22/21
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Gynecologic Oncology

Issue: Health
Date: 03/29/21
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Health Disparities