

Maranatha Broadcasting Company, Inc.

WFMZ-TV, Allentown, PA
300 East Rock Road
Allentown, PA 18103
2021 4th 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 hosted 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: 10/11/21

Program: News 10:30 PM

Title: Mushroom Benefits

Length: 0:34

New research by Penn State Health is touting potential health benefits of mushrooms.

Issue: Health

Date: 10/20/21

Program: News 6:00 AM

Title: Boosters Starting Age 40

Length: 0:32

New at Sunrise, federal health officials are expected to recommend Covid-19 booster shots for people as young as age 40.

Issue: Health

Date: 10/26/21

Program: News 10:30 PM

Title: Vaccine Clinic Open

Length: 0:35

Berks county is partnering with Penn State Health St. Joe's to relaunch the Berks Cares Vaccine Center in Muhlenberg Township.

Issue: Health

Date: 11/05/21

Program: News 5:30PM

Title: Pfizer Vaccine Pill

Length: :27

Pfizer says its COVID pill cut the risk of hospitalization and death by nearly 90-percent for high-risk adults.

Issue: Health

Date: 11/17/21

Program: News 10:30PM

Title: Drug Overdoses

Length: 0:23

Pennsylvania officials says it's important to increase access to naloxone.

The medicine can be used to treat people overdosing on narcotics.

Issue: Health

Date: 11/26/21

Program: News 7:30AM

Title: Post Covid Thanksgiving

Length: 0:23

About 25 people were at that Thanksgiving dinner. We're told everyone took health precautions.

Issue: Health

Date: 12/04/21

Program: News 7:00AM

Title: U.S Omicron Latest

Length: 0:25

As top U.S. health officials prepare for more Omicron variant cases... they say another threat remains.

Issue: Health

Date: 12/09/21

Program: News 8:30 AM

Title: PA Supreme Court Masks

Length: 0:28

A Pennsylvania Supreme Court case could not only end the school mask mandate but also determine how much authority the Department of Health has during a health crisis.

Issue: Health

Date: 12/14/21

Program: News 5:00 PM

Title: Omnicron Data Analysis

Length: 0:35

In South Africa a new analysis about omicron may be more optimistic.

Issue: Crime/Public Safety

Date: 10/02/21

Program: News 7:00 AM

Title: DOJ Changes

Length: 0:36

The U-S Department of Justice is making changes following its botched investigation of sexual abuse allegations against disgraced U.S. National Gymnastics team doctor Larry Nassar.

Issue: Crime/Public Safety

Date: 10/15/21

Program: News 12:00 PM

Title: Allentown Shooting

Length: 0:25

Allentown police are investigating a shooting that happened near a daycare this morning.

Issue: Crime/Public Safety

Date: 10/26/21

Program: News 4:00 PM

Title: Berks Body Found

Length: 0:28

A body that was found on the side of the road in Berks County was the victim of a homicide.

Issue: Crime/Public Safety

Date: 11/01/21

Program: News 4:00PM

Title: Bethlehem Man Charged in Child Sex Assaults

Length: 0:32

A Bethlehem man is facing charges today accused of sexually assaulting multiple children for years.

Issue: Crime/Public Safety

Date: 11/20/21

Program: News 7:30AM

Title: Ex-Cop Abduction

Length: 0:34

Police are releasing more information after a former police officer is accused of kidnapping and killing his two young daughters.

Issue: Crime/Public Safety

Date: 11/29/21

Program: News 10:00PM

Title: Epstein Associate

Length: 0:29

A criminal trial is underway for an associate of the late Jeffrey Epstein.

Issue: Crime/Public Safety

Date: 12/02/21

Program: News 6:00PM

Title: Arrest in Temple Student Homicide

Length: 0:53

The 17-year-old wanted in the shooting death of a Temple University senior has turned himself in to police.

Issue: Crime/Public Safety

Date: 12/15/21

Program: News 06:30 AM

Title: Shapiro Gun Violence

Length: 0:46

Shapiro says they are running every gun taken off the streets through the track and trace program to find out who bought them, and if they've been used in crimes.

Issue: Crime/Public Safety

Date: 12/29/21

Program: News 10:30 PM

Title: Maxwell Trial Latest

Length: 0:32

A New York jury has convicted Ghislane Maxwell of helping lure children to be sexually abused by the late Jeffrey Epstein.

Issue: Education

Date: 10/04/21

Program: News 5:00 PM

Title: NYC Teacher Vaccine Mandate

Length: 0:25

A Covid-19 vaccine mandate is now effect for New York City teachers.

Issue: Education

Date: 10/12/21

Program: News 10:30 PM

Title: PA Childcare

Length: 0:29

Governor Wolf was touting the importance of early education in Erie today.

Issue: Education

Date: 10/22/21

Program: News 8:00 AM

Title: Teacher Protest

Length: 0:39

Teachers in Greenwich, Connecticut marched to protest the abuse they say they're getting from parents.

Issue: Education

Date: 11/01/21

Program: News 10:30PM

Title: Hamburg Farm to School

Length: 0:24

State lawmakers announced a more than ten-thousand dollar grant for Hamburg Area School District to improve access to healthy food.

Issue: Education

Date: 11/11/21

Program: News 8:30AM

Title: Texas Mask Order Struck Down

Length: 0:30

A federal judge has stopped a ban on mask mandates in Texas schools.

Issue: Education

Date: 11/25/21

Program: News 8:30AM

Title: RSD Superintendent Speaks

Length: 0:52

The new leader of the Reading School District is already making plans for how she wants to improve the education students receive.

Issue: Education

Date: 12/03/21

Program: News 5:00AM

Title: Lehigh University Fin Ability Project

Length: 0:40

The Lehigh students say working with Stacy was a unique experience. first they educated themselves about domestic violence, they met with survivors and caregivers like turning point of the lehigh valley, local police and social workers.

Issue: Education

Date: 12/14/21

Program: News 10:00PM

Title: Lopatcong School District Issues

Length: 2:00

Parents and teachers in the Lopatcong School District in Warren County, New Jersey went to tonight's school board meeting to sound off about the superintendent.

Issue: Education

Date: 12/24/20

Program: News 5:00 AM

Title: Lonnie Walker Book Donation

Length: 0:34

Reading High School standout and N-B-A player Lonnie Walker has scored a slam dunk in the name of education. Members of the foundation delivered books to students' 10th and Penn Elementary School in Reading.

Issue: Government

Date: 10/01/21

Program: News 4:00 PM

Title: Reading City Budget

Length: 0:31

Reading's mayor lays out his vision for improving the City in his 2022 budget address.

Issue: Government

Date: 10/12/21

Program: News 4:00 PM

Title: Warren County Courthouse Project

Length: 0:31

A historic courtroom in Warren County is getting a facelift.

Issue: Government

Date: 10/25/21

Program: News 12:00 PM

Title: China Vaccine and Kids

Length: 0:21

Children as young as three will start receiving COVID-19 vaccines in China.

Issue: Government

Date: 11/04/21

Program: News 12:00 PM

Title: Allentown American Rescue Plan

Length: 0:30

The Allentown City Council has given the green light to an American Rescue Plan budget. The city will receive nearly 57-point-five million dollars from the federal government.

Issue: Government

Date: 11/16/21

Program: News 5:00PM

Title: Biden/Jinping Virtual Meeting Reax

Length: 0:37

President Joe Biden's highly anticipated virtual summit with Chinese President Xi Jinping is now in the books.

Issue: Government

Date: 11/29/21

Program: News 10:00PM

Title: Facebook Hearing

Length: 0:31

Facebook whistleblower Frances Haugen is set to testify before a congressional committee Wednesday.

Issue: Government

Date: 12/01/21

Program: News 4:00PM

Title: SCOTUS Abortion Case

Length: 0:55

Abortion rights activists say the court's 1973 ruling in the Roe v. Wade abortion case is all the high court needs to reverse the law.

Issue: Government

Date: 12/16/21

Program: News 6:00AM

Title: PA Wants Covid Help

Length: 0:48

Pennsylvania is turning to the federal government for help in weathering the latest Covid-19 surge.

Issue: Government

Date: 12/29/21

Program: News 4:30PM

Title: News Law Stops Surprise Medical Bills

Length: 1:52

The new year will also ring in a new law... that supporters say will protect millions of patients by stopping surprise medical bills.

Issue: Elderly/Children

Date: 10/06/21

Program: News 6:00 PM

Title: FDA on Child Covid Deaths

Length: 0:27

An FDA official says COVID deaths among children in the United States are an embarrassment in a developed country where those deaths could have been prevented.

Issue: Elderly/Children

Date: 10/20/21

Program: News 6:00 PM

Title: Biden Scales Back Infrastructure Bill

Length: 0:34

There will also be a reduction in proposed funding for elderly and disabled home care. Biden is hoping his fellow Democrats will agree to the smaller package in the coming days.

Issue: Elderly/Children

Date: 10/26/21

Program: News 5:30 PM

Title: Child Vaccine Panels

Length: 0:31

An FDA advisory panel is endorsing Pfizer's covid vaccine for young children.

Issue: Elderly/Children

Date: 11/03/21

Program: News 5:30 PM

Title: Children Vaccine

Length: 0:33

The vaccine rollout for kids is underway.

Issue: Elderly/Children

Date: 11/18/21

Program: News 5:30 PM

Title: Family Go Fund Me

Length: 0:32

People are helping to fill an Amazon wish list for five children from Leesport who lost their parents in a domestic violence tragedy.

Issue: Elderly/Children

Date: 11/24/21

Program: News 5:00AM

Title: Toys for Tots Drive

Length: 0:33

It's not even December but Christmas gift-giving preparations are already underway at Toys for Toys Lehigh Valley.

Issue: Elderly/Children

Date: 12/02/21

Program: News 5:00AM

Title: Warren County Homicide

Length: 0:23

An Easton man is facing charges in connection with the death of an elderly woman in Warren County, New Jersey.

Issue: Elderly/Children

Date: 12/09/21

Program: News 5:00AM

Title: Pottstown Fire Burn Victim

Length: 0:37

Investigators are trying to determine what caused a house in Pottstown, Montgomery County to go up in flames leaving one person burned.

Issue: Elderly/Children

Date: 12/28/21

Program: News 5:30AM

Title: Flu Making Comeback

Length: 0:45

The CDC says this year is likely to be more of a normal flu season with the virus affecting the elderly and kids the most.

30 Minute Locally Produced Programming:

BUSINESS MATTERS

Issue: Crime

Date: 10/04/21

Time: 7:30 PM

Length: Crime in the Lehigh Valley: Is it Getting Better?

Issue: Politics

Date: 10/11/21
Time: 7:30 PM
Length: 30 Minutes
Topic: Lehigh County Executive Debate.

Issue: Politics
Date: 10/18/21
Time: 7:30 PM
Length: 30 Minutes
Topic: Phillipsburg Town Council Debate

Issue: Politics
Date: 10/25/21
Time: 7:30 PM
Length: 30 Minutes
Topic: Allentown Mayoral Debate

Issue: Racial Justice
Date: 11/01/21
Time: 7:30 PM
Length: 30 Minutes
Topic: Diversity, Equity, and Inclusion: Is Enough Being Done?

Issue: Veteran's Rights
Date: 11/08/21
Time: 7:30 PM
Length: 30 Minutes
Topic: Veteran's Day 2021: A Conversation with Heroes

Issue: Covid/ General Health Issues
Date: 11/15/21
Time: 7:30 PM
Length: 30 Minutes
Topic: One on one with Dr. Nestor

Issue: Economic Development
Date: 11/22/21
Time: 7:30 PM
Length: 30 Minutes
Topic: Development in the Lehigh Valley

Issue: Media/News
Date: 11/29/21
Time: 7:30 PM
Length: 30 Minutes
Topic: Don't Kill My Local News

Issue: Education

Date: 12/06/21
Time: 7:30 PM
Length: 30 Minutes
Topic: A Conversation with Lehigh Valley School Leaders

Issue: Politics
Date: 12/13/21
Time: 7:30 PM
Length: 30 Minutes
Topic: Was Virginia a Previews for the 2022 Elections?

Issue: Economic Development
Date: 12/20/21
Time: 7:30 PM
Length: 30 Minutes
Topic: The Valley's Young Business Leaders

TALK WITH YOUR DOCTOR

Issue: Health
Date: 10/04/21
Time: 6:30 PM
Length: 30 Minutes
Topic: Neurosurgery

Issue: Health
Date: 10/11/21
Time: 6:30 PM
Length: 30 Minutes
Topic: Breast Cancer

Issue: Health
Date: 10/18/21
Time: 6:30 PM
Length: 30 Minutes
Topic: Adolescent Behavioral Health

Issue: Health
Date: 10/25/21
Time: 6:30 PM
Length: 30 Minutes
Topic: OB Topic/Menopause

Issue: Health
Date: 11/01/21
Time: 6:30 PM
Length: 30 Minutes

Topic: Trauma

Issue: Health

Date: 11/08/21

Time: 6:30 PM

Length: 30 Minutes

Topic: Heart and Vascular

Issue: Health

Date: 11/15/21

Time: 6:30 PM

Length: 30 Minutes

Topic: Pediatric Specialty

Issue: Health

Date: 11/22/21

Time: 6:30 PM

Length: 30 Minutes

Topic: New Campus Expansion

Issue: Health

Date: 11/29/21

Time: 6:30 PM

Length: 30 Minutes

Topic: Cardiac Care Technology Update