

Maranatha Broadcasting Company, Inc.

WFMZ-TV, Allentown, PA
300 East Rock Road
Allentown, PA 18103
2023 2nd 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 airs 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 hosting 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: 04/03/23

Program: News 5:30 PM

Title: Cancer Plan

Length: 0:29

The Biden administration is rolling out a National Cancer Plan.

Issue: Health

Date: 04/12/23

Program: News 10:00 PM

Title: LVHN Leak Lawsuit

Length: 0:40

Sensitive photos, and personal information, of nearly 28-hundred patients were stolen by cybercriminals during a ransomware attack on Lehigh Valley Health Network back in February.

Issue: Health

Date: 04/28/23

Program: News 4:00 PM

Title: Social Media Crackdown

Length: 0:48

The lawmakers are looking to address what mental health advocates and critics of tech platforms say is a mental health crisis fueled by social media.

Issue: Health

Date: 05/08/23

Program: News 10:30PM

Title: Shapiro Admin Medicaid

Length: 0:27

The lawmakers are looking to address what mental health advocates and critics of tech platforms say is a mental health crisis fueled by social media.

Issue: Health

Date: 05/15/23

Program: News 5:00PM

Title: WHO Sugar Substitutes

Length: 0:29

If you're trying to lose weight international health experts say that sugar substitutes aren't the answer.

Issue: Health

Date: 05/31/23

Program: News 7:00AM

Title: Sick Worker Food Poisoning

Length: 0:27

Federal health officials believe they now know the cause of nearly half of all food poisoning outbreaks at restaurants: sick workers.

Issue: Health

Date: 06/01/23

Program: News 6:00PM

Title: LVHN Alarm Fatigue Death Lawsuit

Length: 0:33

The family of a woman who died in Lehigh Valley Hospital-Pocono in East Stroudsburg has filed a lawsuit.

Issue: Health

Date: 06/13/23

Program: News 10:30PM

Title: CDC Mental Health Kids

Length: 0:29

New research from the CDC says about 15% of U.S. kids were recently treated for mental health disorders.

Issue: Health

Date: 06/21/23

Program: News 4:00 PM

Title: Blood Donations Decline

Length: 1:53

The American Red Cross says there is a concerning decline in blood donations since last month.

Issue: Crime/Public Safety

Date: 04/07/23

Program: News 6:30 AM

Title: Allentown Drug Charges

Length: 0:24

Five people face charges in connection with a drug bust in Allentown.

Issue: Crime/Public Safety

Date: 04/18/23

Program: News 5:00 PM

Title: Second Gun Buy Back in NORCO

Length: 0:33

The Northampton County District Attorney's office released the results of its second gun buyback event.

Issue: Crime/Public Safety
Date: 04/27/23
Program: News 12:00 PM
Title: Crime Victims Vigil
Length: 0:32

Community members gathered at the Tree of Life Memorial in Allentown last night to honor victims of crime and hear their stories.

Issue: Crime/Public Safety
Date: 05/01/23
Program: News 5:30 PM
Title: Crime of the Week
Length: 0:27

Police in Caernarvon Township are looking for three guys behind a gift card scam.

Issue: Crime/Public Safety
Date: 05/10/23
Program: News 5:00 PM
Title: Kutztown Student Killed in Luzerne County
Length: 0:44

A recent graduate of Kutztown University was killed in Luzerne County.

Issue: Crime/Public Safety
Date: 05/25/23
Program: News 8:00 AM
Title: Bryan Kohberger Parents Subpoena
Length: 0:45

There's a major update in the Bryan Kohberger case. Authorities subpoenaed his parents to testify in front of a Monroe County grand jury.

Issue: Crime/Public Safety
Date: 06/01/23
Program: News 5:00 PM
Title: Adrian Reyes Pleads Guilty
Length: 1:05

The man accused of driving his car through a fundraiser for fire victims then killing his mother, admits he did it.

Issue: Crime/Public Safety
Date: 06/14/23
Program: News 12:00 PM
Title: Sunoco Armed Robberies
Length: 0:35

Elsewhere in Berks County state police say they believe the same man is behind a pair of armed robberies at a convenience store in Alsace Township.

Issue: Crime/Public Safety
Date: 06/21/23
Program: News 12:00 PM
Title: Reading Boxcutter Attack
Length: 0:27

Police in Reading say a woman was beaten and slashed across the neck in an alley.

Issue: Education

Date: 04/10/23

Program: News 5:00 AM

Title: Mont Co Community College Ribbon Cutting

Length: 0:44

Montgomery County Community College will cut the ribbon on a newly renovated portion of its Pottstown Campus.

Issue: Education

Date: 04/18/23

Program: News 6:00 PM

Title: East Stroudsburg University Ribbon Cutting Health Education Center

Length: 0:25

East Stroudsburg University officials cut the ribbon on the school's new health education center. The center is named for the Dale and Frances Hughes Foundation, a non-profit based in the Poconos.

Issue: Education

Date: 04/28/23

Program: News 10:30 PM

Title: Kutztown University Education Funds

Length: 0:25

Kutztown University is getting nearly 100-thousand dollars to boost its special education workforce.

Issue: Education

Date: 05/05/23

Program: News 10:30 PM

Title: Exeter School District Special Education Event

Length: 0:26

The Exeter School District held its own Special Olympics today.

Issue: Education

Date: 05/12/23

Program: News 5:00 AM

Title: Parkland School Town Hall

Length: 0:32

The Parkland School District is exploring ways to address its capacity issues.

Issue: Education

Date: 05/27/23

Program: News 8:00 AM

Title: Allentown School District Make Uniforms Optional

Length: 0:30

Allentown students will have more freedom in what they can wear to class starting next school year.

Issue: Education

Date: 06/05/23

Program: News 6:00 PM

Title: Allentown School District Foundation Project Celebration

Length: 0:28

The Allentown School District Foundation today celebrated the winners of 23 Teacher Innovation Grants.

Issue: Education

Date: 06/09/23

Program: News 10:00 PM

Title: ASD and DaVinci Center

Length: 1:34

The Allentown School District is gearing up for some big educational advances. This morning they announced a partnership between the DaVinci Science Center and Central Elementary School.

Issue: Education

Date: 06/21/23

Program: News 07:30 AM

Title: Pennridge School Board Meeting

Length: 2:30

Outrage at a school board meeting in Bucks County.

More than one thousand people are against the hiring of a new consulting firm for the Pennridge School District.

Issue: Government

Date: 04/05/23

Program: News 12:00 PM

Title: McCarthy Taiwan President Meeting

Length: 0:41

In a rare move U.S. House speaker Kevin McCarthy and the president of Taiwan are meeting today in California.

Issue: Government

Date: 04/12/23

Program: News 8:30 AM

Title: Biden UK Prime Minister Meeting Today

Length: 0:55

President Joe Biden is in Northern Ireland today to mark the 25th anniversary of a peace deal.

Issue: Government

Date: 04/28/23

Program: News 7:30 AM

Title: Pentagon Leak Suspect

Length: 0:31

We're learning new information about the man suspected of leaking classified data on social media.

Issue: Government

Date: 05/01/23

Program: News 5:30 AM

Title: First Republic and JP Morgan

Length: 0:45

Dozens of First Republic banks will open this morning as members of JP Morgan Chase. The FDIC took control of First Republic at the request of California regulators and immediately sold it to J.P. Morgan.

Issue: Government

Date: 05/15/23

Program: News 10:00 PM

Title: Senator Casey PFA's

Length: 0:30

In Upper Bucks County, another community affected by the so called forever chemical PFAS is getting help from the federal government.

Issue: Government

Date: 05/30/23

Program: News 6:00 PM

Title: Debt Ceiling Latest

Length: 0:45

Lawmakers are back in Washington following the long Memorial Day holiday break. The first item of business is passing a debt ceiling deal.

Issue: Government

Date: 06/02/23

Program: News 5:30 PM

Title: Disney and DeSantis Case

Length: 0:35

There will be a new judge in Disney's lawsuit accusing Florida Governor Ron DeSantis of weaponizing his political power.

Issue: Government

Date: 06/12/23

Program: News 4:00 PM

Title: US Rejoins UNESCO

Length: 0:31

The United States has announced plans to return to the U.N. cultural and scientific agency, also known as UNESCO.

Issue: Government

Date: 06/21/23

Program: News 4:00PM

Title: Businesses React to Minimum Wage Hike

Length: 2:18

Business owners in our area and across Pennsylvania are keeping their eye on a new proposal to raise the minimum wage.

Issue: Elderly/Children

Date: 04/03/23

Program: News 12:00 PM

Title: Squishmallows for Kids

Length: 0:28

A Lehigh Valley preteen is making a difference from her hospital bed. As she battles cancer, she's also helping young patients in her position.

Issue: Elderly/Children

Date: 04/11/23

Program: News 8:30 AM

Title: Easter Egg Hunt for Visually Impaired

Length: 0:24

Easter may be over, but that didn't stop some children from hunting for eggs at Trout Creek Park in Allentown. And they did it by listening.

Issue: Elderly/Children

Date: 04/29/23

Program: News 8:30 AM

Title: Kids Help Build Nature Trail

Length: 0:33

Dozens of fourth graders in Northampton County braved the dreary weather in an effort to brighten up the environment.

Issue: Elderly/Children

Date: 05/01/23

Program: News 12:00PM

Title: Children Benefit in Lehigh Twsp

Length: 1:17

At the Lehigh Township Volunteer Fire Company, lines wrapped around tables with raffle prizes. In the kitchen, spaghetti meals continued pouring out. All to support the children of Jason Izon and Samantha Loch. The couple died in an East Allen Township motorcycle crash in early April.

Issue: Elderly/Children

Date: 05/18/23

Program: News 5:30 AM

Title: Opportunity House Fundraiser

Length: 3:36

It's a fundraiser first established back in 2016 that continues to raise hundreds of thousands to help homeless men, women and children in Berks County.

Issue: Elderly/Children

Date: 05/26/23

Program: News 5:00 AM

Title: Bucks Parents Charged

Length: 0:46

2 parents in Bucks County are accused of keeping their 7 children in deplorable conditions.

Issue: Elderly/Children

Date: 06/06/23

Program: News 5:00PM

Title: Breastfed Babies Do Better on Tests

Length: 0:33

Babies who are breast-fed might do better on tests later in life.

Issue: Elderly/Children

Date: 06/13/23

Program: News 12:00PM

Title: CDC Kids Mental Health

Length: 0:33

The CDC says about 15-percent of children in the U-S were recently treated for mental health disorders.

Issue: Elderly/Children

Date: 06/21/23

Program: News 5:00AM

Title: St. Luke's New Children's Hospital

Length: 0:25

Saint Luke's announced the opening of a new children's hospital in Bethlehem.

30 Minute Locally Produced Programming:

BUSINESS MATTERS

Issue: Business

Date: 04/03/23

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: One-on-One with Stephanie Raymond, President, PPL Utilities

Issue: Entertainment

Date: 04/10/23

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: 2023 Mayor's Reception Taping with Melvin's Best Friend

Issue: Judicial System

Date: 04/17/23

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: The Death Penalty and Criminal Justice Reform

Issue: Economy

Date: 04/24/23

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: What's Trending in L.V. Development?

Issue: Education

Date: 05/01/23

Time: 7:30 PM

Program: Business Matters

Length: 30 Minutes

Topic: A Conversation with Education Leaders

Issue: Economy

Date: 05/08/23

Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: What Does Good Development Look Like?

Issue: Government
Date: 05/15/23
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: One-on-One with Lehigh County District Attorney Jim Martin

Issue: Economy
Date: 05/22/23
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Where to Have Fun in 2023 – L.V. Attractions?

Issue: Religion
Date: 05/29/23
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Religion...Is it Still Relevant?

Issue: Government
Date: 06/05/23
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Stepping Up to Lead in the 21st Century

Issue: Public Safety
Date: 06/12/23
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Crime in the Lehigh Valley – Will 2023 Be Better

TALK WITH YOUR DOCTOR

Issue: Health
Date: 04/03/23
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Spine Surgery

Issue: Health
Date: 04/10/23

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

Issue: Health
Date: 04/17/23
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Addiction

Issue: Health
Date: 04/24/23
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Pre-Term Delivery

Issue: Health
Date: 05/01/23
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Lung Cancer

Issue: Health
Date: 05/08/23
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Careers in Nursing

Issue: Health
Date: 05/15/23
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Cancer Prevention

Issue: Health
Date: 05/22/23
Time: 6:30 PM
Program: Talk with Your Doctor
Length: 30 Minutes
Topic: Pediatric Orthopedics