

Maranatha Broadcasting Company, Inc.

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

2016 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 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 March 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: 01/06/16

Program: News 5 PM

Title: How to Kick Long Lasting Cold Symptoms

Length: 1:40

The cold and flu are common this time of year, but there's a third type of virus that's making the rounds.

Issue: Health

Date: 01/15/16

Program: News 5 PM

Title: Health Beat – Anorexia – A Gut Feeling

Length: 2:05

More than 30-million people suffer from eating disorders, mostly anorexia or bulimia.

Issue: Health

Date: 01/28/16

Program: News 10 PM

Title: Miller's Diner Re-opens

Length: 0:25

A popular diner in Northampton County is back open for business after being closed for more than a week.

Issue: Health

Date: 02/13/16

Program: News 8 AM

Title: Zika Virus Update

Length: 1:45

Doctors say for most people, the Zika virus is not a cause for concern, but the link between the virus and a birth defect has many pregnant women alarmed, especially since mosquito season is just around the corner.

Issue: Health

Date: 02/19/16

Program: News 5 PM

Title: Health Beat – Science of Happiness

Length: 1:55

A few decades ago, the science behind emotions only focused on negative feelings, like depression and anger. But now, researchers are turning that frown upside down and looking at happiness.

Issue: Health

Date: 02/26/16

Program: News 5 PM

Title: Health Beat – Fighting Opioid Addiction

Length: 2:10

Addiction to painkillers and heroin is growing at an alarming rate across the nation and right here in our area. And for the first time more Americans are dying from opioid overdoses than car crashes.

Issue: Health
Date: 03/01/16
Program: News 5 PM
Title: Lehigh Valley Health Report
Length: 2:00

If you're going to get sick, the Lehigh Valley is a good place to do it.

Issue: Health
Date: 03/09/16
Program: News 6 PM
Title: Norovirus
Length: 0:55

A local college says it's figured out what's making students sick. And it's shutting down for days to play it safe.

Issue: Health
Date: 03/15/16
Program: News 10:30 PM
Title: Campaign Against Heroin
Length: 1:45

Tonight some Berks County high school students are asking people to help them save lives. Recently, the Topton area has been hit hard by the heroin epidemic, but four young ladies say they have a way to stop this problem in its tracks.

Issue: Crime/Public Safety
Date: 01/05/16
Program: News 6 PM
Title: Gun Control Exec Order
Length: 2:15

Closing the gun-show loophole is just one part of President Obama's executive order on gun control.

Issue: Crime/Public Safety
Date: 01/12/16
Program: News 6 PM
Title: Crime Lab Partnership
Length: 0:50

Northampton County is joining forces with Lehigh County to solve crimes using state-of-the-art technology.

Issue: Crime/Public Safety
Date: 01/19/16
Program: News 10:30 PM
Title: Rite Aid Robber
Length: 0:30

Police are asking for the public's help to track down a robber who struck at a Rite Aid.

Issue: Crime/Public Safety

Date: 02/01/16

Program: News 5 PM

Title: Multiple Arrests on Weekend Shooting

Length: 2:35

First at 5:00, a violent weekend in the Lehigh Valley, police say charges have been filed after two shootings land three people in the hospital.

Issue: Crime/Public Safety

Date: 02/17/16

Program: News 6 PM

Title: Bethlehem State of the City

Length: 0:30

Bethlehem Mayor Bob Donchez delivered his annual State of the City address today. Donchez touched on several topics during his address including finances, economic development and public safety.

Issue: Crime/Public Safety

Date: 02/28/16

Program: News 6 PM

Title: 90-Year Old Woman Burglarized

Length: 1:30

Authorities are investigating a disturbing crime in Berks County.

Issue: Crime/Public Safety

Date: 03/02/16

Program: News 10:30 PM

Title: Felony Lane Gang

Length: 2:15

Tonight we're learning more about a high-speed police chase that ended in the Philadelphia area yesterday. The suspects are believed to be part of a traveling crime network and police say several of their victims are from Chester, Montgomery and Berks counties.

Issue: Crime/Public Safety

Date: 03/08/16

Program: News 6 PM

Title: Warren County Emergency System

Length: 0:24

Officials in Warren County, New Jersey are encouraging residents to sign up for the county's new emergency notification system.

Issue: Crime/Public Safety

Date: 03/15/16

Program: News 5:30 PM

Title: Paintball Horse

Length: 1:55

A horse was abandoned and shot more than 120 times with a paintball gun. Officials are now searching for leads and asking for help finding the horse's owner.

Issue: Education

Date: 01/04/16

Program: News 5:30 PM

Title: School Funding Coming Back

Length: 1:45

As the state budget battle drags on some school districts say they expect to start seeing some relief.

Issue: Education

Date: 01/19/16

Program: News 10 PM

Title: Parkland Approves All Day Kindergarten

Length: 0:20

The Parkland School Board has approved a full-day kindergarten plan for all Parkland elementary schools.

Issue: Education

Date: 01/28/16

Program: News 6 AM

Title: Is College Worth It?

Length: 1:43

College is one of the biggest expenses in a student's life.

Issue: Education

Date: 02/02/16

Program: News 6 PM

Title: Wolf School Funding Proposal

Length: 0:45

Pennsylvania Governor Tom Wolf stopped in Reading today to propose an increase in education funding for next year's budget.

Issue: Education

Date: 02/11/16

Program: News 6 PM

Title: NCC Wants Money from Districts

Length: 2:10

Higher education costs aren't just affecting college students, they're affecting local school districts as well.

Issue: Education

Date: 02/22/16

Program: News 4 PM

Title: PA Budget Hearings

Length: 1:30

Even though Pennsylvania still has only a partial budget in place for this year, legislative leaders are shining the spotlight on next year's budget.

Issue: Education

Date: 03/02/16

Program: News 12 PM

Title: Read Across America

Length: 0:25

Today's the perfect day to cuddle up with a good book. That's because it's national Read Across America day.

Issue: Education

Date: 03/09/16

Program: News 5:30 PM

Title: Boyertown Schools

Length: 0:29

The Boyertown Area School District's superintendent has a new contract and it will keep him with the district through 2020

Issue: Education

Date: 03/15/16

Program: News 8 AM

Title: Heroin Education

Length: 1:08

It was a packed meeting last night for a public program aimed at tackling the growing drug epidemic in our region. Due to the recent stories concerning overdose deaths in Lehigh County, officials say people are hungry for information.

Issue: Government

Date: 01/05/16

Program: News 7:30 AM

Title: Ranching Standoff

Length: 0:30

A spokesman for the armed group occupying a national wildlife refuge in Oregon is speaking out.

Issue: Government
Date: 01/08/16
Program: News 8:30 AM
Title: Obama Counterterrorism
Length: 0:25

The White House is sending top national security officials to Silicon Valley. The move is meant to get the tech industry's help in disrupting the Islamic State group and other terrorists.

Issue: Government
Date: 01/22/16
Program: News 5:30 AM
Title: Auto Recalls
Length: 0:25

Automobile recalls hit another record last year.

Issue: Government
Date: 02/11/16
Program: News 8 AM
Title: North Korea Sanctions
Length: 0:20

North Korea is now facing stricter sanctions from the U.S. The Senate unanimously voted for legislation aimed at keeping the North from advancing its nuclear ambitions.

Issue: Government
Date: 02/16/16
Program: News 10 PM
Title: Christie Budget
Length: 0:55

New Jersey Governor Chris Christie is no longer running for the White House. His numbers weren't good. Now, he's home and working on numbers! His state budget numbers.

Issue: Government
Date: 02/23/16
Program: News 5 AM
Title: Wolf Asks for Aid
Length: 1:57

Most of the snow from the historic blizzard in January is gone but our local municipalities are trying to get their budgets back in check.

Issue: Government
Date: 03/01/16
Program: News 5:30 AM
Title: Electronic Medical Records
Length: 0:38

The Obama administration says technology companies, hospital systems and doctors' groups have agreed to make electronic health records easier for consumers to access and use.

Issue: Government
Date: 03/09/16
Program: News 4 PM
Title: Iran Missile Test
Length: 0:30

New reports from Iran suggest the country has carried out its second missile test in two days.

Issue: Government
Date: 03/15/16
Program: News 4 PM
Title: Congressional Hearing on Flint
Length: 0:28

U-S lawmakers are hearing more about the water crisis in Flint, Michigan.

Issue: Elderly
Date: 01/06/16
Program: News 6 PM
Title: Caretaker Plea
Length: 0:25

A Monroe County caretaker has accepted a plea deal in connection with the death of an elderly man.

Issue: Elderly
Date: 01/14/16
Program: News 5:30 PM
Title: Millions Raised for Elderly
Length: 2:07

So there is not a new billionaire in Pennsylvania but the historic jackpot still generated tens of millions of dollars for programs that benefit seniors in the state.

Issue: Elderly
Date: 01/22/16
Program: News 8 AM
Title: PA State of Emergency
Length: 0:47

In Pennsylvania, Governor Tom Wolf has declared a state of emergency. He says that will ensure that state agencies can respond to the storm with resources for counties to use so residents can be helped as quickly as possible. Wolf says it's important that people listen to warnings and alerts from emergency management and law enforcement officials.

Issue: Elderly
Date: 02/05/16
Program: News 4 PM
Title: Missing Lower Pottsgrove Man
Length: 0:25

Officials in Montgomery County are looking for a missing elderly man. Authorities say 93-year-old Harold Leister was last seen at his home on West Woodland Drive in Pottstown yesterday.

Issue: Elderly
Date: 02/13/16
Program: News 8:30 AM
Title: Cold Weather
Length: 0:37

This artic blast is raising some big health and safety concerns.

Issue: Elderly
Date: 02/23/16
Program: News 5:30 AM
Title: Bill Gates Letter
Length: 0:37

Bill and Melinda Gates want to get young people involved in solving major world problems.....Melinda Gates describes her concern on the ongoing disparity in unpaid household labor between men and women. She says it is a problem that responsibilities for maintaining a home, raising children and caring for the elderly still fall primarily on women and girls.

Issue: Elderly
Date: 03/01/16
Program: News 6:30AM
Title: Warnings About Burglaries
Length: 1:56

Authorities in Lancaster and Berks counties have a warning for residents especially senior citizens. They say some brazen burglars are targeting them by trying to distract them then ransacking their homes.

Issue: Elderly
Date: 03/03/16
Program: News 12 PM
Title: Elder Abuse
Length: 0:42
Authorities say a Berks County man stole 36-thousand dollars ... from his 89 year old mother.

Issue: Elderly
Date: 03/15/16
Program: News 10 PM
Title: Judith Marc Sentencing
Length: 0:20
A Monroe County caregiver will spend up to 40 years behind bars in the death of an elderly man who had been living with her.

30 Minute Locally Produced Programming Examples:

Issue: Health
Date: 01/04/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Sports Injuries-Are We Protecting Our Athletes?

Issue: Government
Date: 01/11/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Why Does Pennsylvania Have No Budget?

Issue: Health
Date: 01/18/16
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Concussion

Issue: Government/Elderly
Date: 01/18/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Who Should Be In Charge of Gracedale?

Issue: Health
Date: 01/25/16
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Bariatric Surgery

Issue: Government
Date: 01/25/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Are We Doing Enough for our Veterans?

Issue: Health
Date: 02/01/16
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Pain

Issue: Local Economy
Date: 02/01/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Can We Restore Faith in Allentown?

Issue: Health
Date: 02/08/16
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Complications of Diabetes

Issue: Business
Date: 02/08/16
Time: 7:00 PM
Program: Law Journal
Length: 30 Minutes
Topic: White Collared-Is the DOJ Targeting Corporate Execs?

Issue: Homosexuality
Date: 02/08/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Being Accepted in the 21st Century.

Issue: Health
Date: 02/15/16
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Atrial Fibrillation

Issue: Employment
Date: 02/15/16
Time: 7:00 PM
Program: Law Journal
Length: 30 Minutes
Topic: Workers' Comp at 100-Trouble Ahead for Injured Workers?

Issue: Health
Date: 02/15/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Who Runs Lehigh Valley Health Network? Meet Dr. Brian Nester.

Issue: Health
Date: 02/22/16
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Mental Health

Issue: Social Security
Date: 02/22/16
Time: 7:00 PM
Program: Law Journal
Length: 30 Minutes
Topic: SSD Over 50: Why Age Counts in a Social Security Disability Case

Issue: Gun Control
Date: 02/22/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Do You Think More or Less Gun Control will Save Society?

Issue: Health
Date: 02/29/16
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Innovations in Health Care

Issue: Equal Rights
Date: 02/29/16
Time: 7:00 PM
Program: Law Journal
Length: 30 Minutes
Topic: Transgender at Work: Has the EEOC Expanded LGBT Protection? (Part 1)

Issue: Local Politics and Public Safety
Date: 02/29/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: What is the toughest Job in America? Meet the Allentown & Bethlehem Police Chiefs!

Issue: Health
Date: 03/07/16
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Sleep Disorders

Issue: Equal Rights
Date: 03/07/16
Time: 7:00 PM
Program: Law Journal
Length: 30 Minutes
Topic: Transgender at Work: Has the EEOC Expanded LGBT Protection? (Part 2)

Issue: Local Economy
Date: 03/07/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Your Sneak Peek at the 2016 Greater Lehigh Valley Auto Show – Meet The Owners!

Issue: Health
Date: 03/14/16
Time: 6:30 PM
Program: St. Luke's Health Now
Length: 60 Minutes
Topic: General Health

Issue: Local Politics
Date: 03/14/16
Time: 7:30 PM
Program: Business Matters

Length: 30 Minutes
Topic: 5 Congressmen - Tony Iannelli - and You! (Part 1)
Issue: Health
Date: 03/21/16
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Stroke

Issue: Marital Relations and Child Custody
Date: 03/21/16
Time: 7:00 PM
Program: Law Journal
Length: 30 Minutes
Topic: High Conflict Custody Wars: Dealing with Abusive, Addicted and Mentally Unstable Exes.

Issue: Local Politics
Date: 03/21/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: 5 Congressmen - Tony Iannelli - and You! (Part 2)

Issue: Health
Date: 03/28/16
Time: 6:30 PM
Program: Talk With Your Doctor
Length: 30 Minutes
Topic: Joint Replacement

Issue: Criminal Law
Date: 03/28/16
Time: 7:00 PM
Program: Law Journal
Length: 30 Minutes
Topic: OJ to Cosby to "Making A Murderer": Criminal Justice on Trial?

Issue: Politics
Date: 03/28/16
Time: 7:30 PM
Program: Business Matters
Length: 30 Minutes
Topic: Donald Trump - Should We Be Supportive or Scared?