

Quarterly Issues Report

Date: January 6, 2015

Submitted To: WQMY Public File

Re: WQMY Quarterly Issues Report
Covering the period of October 1st, 2015
Through December 31st, 2015

WQMY 53
Fourth Quarter 2015 Quarterly Issues Report
Covering October 1st, 2015 thru December 31st, 2015

Through informal ascertainment by written and oral communication with community members, it was determined that among the concerns of the Scranton/Wilkes-Barre community at large was the following issues:

Financial News and Advice
National/Political News
Volunteerism
Health
Community

The Following pages reflect descriptions of programming broadcast on WQMY during Fourth Quarter 2015 that respond to the needs and concerns of the Scranton/Wilkes-Barre community.

WQMY 53 Quarterly Issues

Issues:	Financial News and Advice National/Political News
Program:	TouchVision News
Type of program:	Syndicated Thirty minute daily business report
Airdate:	Monday-Friday, Fourth Quarter 2015 October 1st through December 31st, 2015
Air time:	5:30 AM – 6:00 AM
Duration:	30 minutes

Description:

TouchVision News is a fast-paced news program providing up-to-the-minute information viewers can put to use in their business and personal lives. It is designed specifically to meet the morning news needs of business owners, managers and professionals. Reports are filed from Washington, Wall Street and various international financial markets. Highlights include national and overseas market reports, profiles of investment opportunities, and how-to's for starting and running small businesses. The program also updates the viewer on how congressional rulemaking, Federal Reserve decisions and various market indices all impact small business and personal finance issues. For the business traveler, the program also provides weather advisories and sports highlights. In short, TouchVision News allows WQMY to present its viewers with all of the essential business news and feature information they need to make wise decisions in their professional and personal lives.

TouchVision News also provides extensive coverage on Internet-related issues, comprehension of which is becoming increasingly necessary for everyone from students to household managers, small business owners to corporate CEO's. Third business has also followed trends in legislation regarding privacy issues, as well as economic and legal policies related to the explosive use of computers in all areas of life.

Small Business Report are issues of interest to small business owners, providing in-depth analysis on issues ranging from regulatory and tax concerns to tips on how to obtain financing and venture capital to small business success stories.

TouchVision News also includes a daily Technology Update feature. In this series, follow the ways in which technology is changing virtually every aspect of the way Americans work and live their lives. From Computer to wireless technology, from digital television recorders to PDA's, no area of modern life is untouched by technology.

WQMY 53 Quarterly Issues

Issues:	Volunteerism/Family Health Services
Program:	Various
Type of program:	Public Service Announcements
Airdate:	Monday-Sunday, Fourth Quarter 2015 October 1st through December 31st, 2015
Air time:	24 hours a day
Duration:	Various between :10 and :60 in length

Description:

WQMY aired several Public Service Announcement campaigns this past quarter. The campaigns addressed the following issues:

Girl Scouts

The station developed a partnership with the local chapter of the Girl Scouts. This yearlong campaign was developed to encourage volunteerism and enrollment in Girl Scouts. This campaign ran as a :30.

Ronald McDonald House

Ronald McDonald Houses act as a place to stay for families with hospitalized children who are receiving treatment. Ronald McDonald's Houses provide over 7,200 bedrooms to families around the world each night, with an estimated value of \$257 million in lieu of hotel costs. This campaign directs viewers to our local Scranton, PA chapter for support and information. This campaign runs in a length of: 30.

CASA

Court Appointed Special Advocates (CASA) is a national association in the United States that supports and promotes court-appointed advocates for abused or neglected children in order to provide children with a safe and healthy environment in permanent homes.

The CASA is a volunteer who need not be an attorney, whose role is to gather information and make recommendations to the judge. According to National CASA Association, today there are more than 70,000 advocates serving in nearly 1,000 state and local program offices nationwide. Because of these volunteers, each year nearly a quarter of a million children are been assisted through CASA services. This campaign was developed through a partnership with CASA of Luzerne and Lackawanna Counties and MyTV WQMY. This campaign runs as a :30.

Local Charity Events

MyTV WQMY works closely to promote a variety of local charity events. These events have included or supported but are not limited to: Kathleen's Crusade, Coaches vs Cancer, Lacawac, Villa Capri Cruisers, Pittston Charity Train, S.A.F.E. Autism Group and the ARC of NEPA.