

# **Quarterly Issues Report**

**Date:** January 7, 2021

**Submitted To:** WQMY Public File

**Re:** WQMY Quarterly Issues Report  
October 1, 2020 through December 31, 2020

**WQMY 53**  
**4th Quarter 2020 Quarterly Issues Report**  
**October 1, 2020 through December 31, 2020**

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:

Volunteerism  
Health  
Community

The Following pages reflect descriptions of programming broadcast on WQMY during 4th Quarter 2020 that respond to the needs and concerns of the Scranton/Wilkes-Barre community.

# WQMY 53 Quarterly Issues

Issues: Volunteerism/Family Health Services

Program: **Various**

Type of program: Public Service Announcements

Airdate: Monday-Sunday, 4th Quarter 2020  
October 1, 2020 through December 31, 2020

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:

### Dress for Success

The station developed a partnership with the local Dress for Success to bring awareness to the group and its presence in our market. The mission of Dress for Success is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life. This campaign ran as a :30.

### 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 series of :30s.

### 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.

### 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.

## WQMY 53 Quarterly Issues

Issues: Community

Program: **The Armstrong Williams Show**

Type of program: Weekly public affairs program

Airdate: Sunday

Air time: 5:00 AM – 5:30 AM

Duration: 30 minutes

Description: Host Armstrong Williams features human interest and political topics, including interviews with leaders and experts from across the political spectrum.