

Quarterly Issues Report

Date: April 9, 2020

Submitted To: WQMY Public File

Re: WQMY Quarterly Issues Report

January 1, 2020 through March 31, 2020

WQMY 53
First Quarter 2020 Quarterly Issues Report
Covering January 1, 2020 through March 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 First 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, First Quarter 2020 January 1, 2020 through March 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.

WQMY 53 Quarterly Issues Report

WQMY aired PA Governor Wolf's Coronavirus update on the following dates:

3/25/2020

3/26/2020

3/28/2020

3/29/2020

3/30/2020

3/31/2020

Governor Wolf updated PA citizens on the Coronavirus and the impact on the community. He continued to urge PA citizens to stay home and save lives during the pandemic.