

WTKZ-AM
Allentown, PA
Quarterly Issues/Program List
1st Quarter 2022
January 1st – March 31st, 2022

Prepared by Tom Fallon, Connoisseur Media

Issues Today 22-1

Date Aired: 1-5
Length: 28 Min.

Time Aired: 11:30PM

1. Phil DeMuth, Financial Advisor and Author

He gave some investment tips for the new year. He also talked about reassessing an all-cash position.

Issues covered:

1. Economy
2. Education

2. Sue Nothstine, Educator and Parent Adviser

She discussed ways teachers and parents can communicate better. She also commented on common core and national education guidelines.

Issues covered:

1. Education
2. Parenting

3. Meridan Zerner, Registered Dietician and Wellness Professional

She talked about the importance of eye health. She gave some advice on how good dietary supplements can help to slow degenerative diseases.

Issues covered:

1. Health
2. Seniors

Issues Today 22-2

Date Aired: 1-12-
Length: 28 Min.

Time Aired: 11:30 AM

1. Paul Kita, Senior Editor, Men's Health Magazine

He talked about deceptive food labeling and how it is affecting eating habits. He also discussed the need for more clarity for consumers.

Issues covered:

1. Food Labelling
2. Health

2. Louis Navellier, CEO of Navellier Growth

He commented on the bitcoin phenomenon. He discussed his concern that it is being marketed in a misleading way and many buyers could lose money.

Issues covered:

1. Economy
2. Crime

3. Mark Pastin, Founder and CEO of Council of Ethical Organizations

He talked about how organizations can become more ethical. He said the main goal is to make sure they put out factual information, not just spin.

Issues covered:

1. Consumerism
2. Big Government

Issues Today 22-3

Date Aired: 1-19
Length 28 Min.

Time Aired: 11:30 AM

1. Matt Iseman, TV Personality and Arthritis Spokesperson

He talked about his work in educating the public about Rheumatoid Arthritis. He also discussed injecting humor into the health debate.

Issues covered:

1. Health
2. Education

2. David DeLugas, Founder of National Association of Parents

He gave a history of the organization and their mission. He also talked about the need for more parenting rights.

Issues covered:

1. Parenting
2. Youth

3. Jordan Tabach-Bank, CEO of Beverly Hills Loan Co.

He detailed how pawn shops in high income areas are doing well because of the bad economy. He also talked about the type of customers they have.

Issues covered:

1. Personal Debt
2. Consumerism

Issues Today 22-4

Date Aired: 1-26
Length: 28 Min.

Time Aired: 11:30 PM

1. Tippi Hedrin, Actress and Animal Activist

She detailed why owning an exotic cat or lion is dangerous. She also talked about her work with the Shambala Preserve that takes in stranded animals.

Issues covered:

1. Animal Safety
2. Volunteerism

2. Anthony Belotti, Founder of White Coat Waste Project

He gave a brief history of the organization that focuses on alleged fraud in animal research going on at universities.

Issues covered:

1. Animal Testing
2. Big Government

3. Donna Skeels Cygan, CPA and Author of "The Joys of Financial Security"

She discussed the relationship between money and happiness. She also gave some tips on budgeting and saving money.

Issues covered:

1. Economy
2. Parenting

Issues Today 22-5

Date Aired: 2-2
Length: 28 Min.

Time Aired: 11:30 AM

1. Tom North, Beardsley Family Member and Author

He discussed child abuse that occurred in the Beardsley family. He also talked about the CASA programs that are located throughout the country.

Issues covered:

1. Child Abuse
2. Parenting

2. Barbara Reich, Author of "Secreted of an Organized Mom"

She detailed some ideas on how to get better organized. She also talked about how to decrease stress.

Issues covered:

1. Youth
2. Stress

3. Dennis Zeiner, Part of Marketing/Communications Team, Da Vinci Science Center (Allentown)

He gave a brief history of the museum and detailed their many exhibits. He also talked about volunteer opportunities.

Issues covered:

1. Youth
2. Education

Issues Today 22-6

Date Aired: 2-9
Length: 28 Min.

Time Aired: 11:30PM

1. Dr. Joan Friedman, Author of "The Same But Different"

She revealed truths and myths about twins. She also talked about family values.

Issues covered:

1. Communication
2. Family Values

2. Richard Hansler, Dir. Of Lighting Innovations Inst., Carroll Univ.

He discussed how some forms of blue light can be dangerous to health. He also talked about alternative lighting sources.

Issues covered:

1. Health
2. Environment

3. Dr. Dudley Danoff, Urologist and Author

He gave some tips on how to keep romance alive in people over the age of 50. He also talked about prostate cancer.

Issues covered:

1. Seniors
2. Health

Issues Today 22-7

Date Aired: 2-16

Time Aired: 11:30 PM

Length: 28 Min.

1. John Horvat, Author of "Return to Order"

He talked about the "twitter down" economy and how people get too much information from sound bites. He also called for greater personal responsibility.

Issues covered:

1. Economy
2. Ethics

2. Peter Leeds, Author of "Penny Stocks for Dummies"

He discussed the economic ramifications of the legalization of marijuana. He also talked about high taxes.

Issues covered:

1. Economy
2. Fraud

3. Dr. Chester Wilk, Chiropractor and Health Expert

He discussed legal cases regarding health care in the United States. He also talked about the effects of big government.

Issues covered:

1. Health
2. Big Government

Issues Today 22-8

Date Aired: 2-23
Length: 28 Min.

Time Aired: 11:38 PM

1. Robert Mazur, President of Chase and Associates

He discussed the collusion between the U.S. government and drug cartels. He also commented on the legalization of marijuana.

Issues covered:

1. Drug Abuse
2. Crime

2. Dr. Elaine Ferguson, Physician and Author

She gave some tips on how people can have a less sedentary lifestyle. She also talked about the effects of the environment on health.

Issues covered:

1. Health
2. Environment

3. Michael Piraino, CEO of Court Appointed Special Advocates

He talked about the CASA programs that are spread out throughout the United States and how they help youths in foster care. He also talked about their volunteer training programs.

Issues covered:

1. Youth
2. Volunteerism

Issues Today 22-9

Date Aired: 3-2 Time Aired: 11:30 AM
Length: 28 Min.

1. Marc Mero, Ex-WWE Wrestler and Youth Motivator

He discussed the growing problem of bullying. He also talked about the growing trend of teenage suicide.

Issues covered:

1. Suicide
2. Youth

2. Dr. Helayne Waldman, Holistic Health Educator

She detailed healthy eating alternatives with those with breast cancer. She also talked about the need for better health education.

Issues covered:

1. Health
2. Education

3. Dr. Nancy Buck, Parenting Specialist

She debated the worth of corporal punishment. She also talked about reliable parenting techniques.

Issues covered:

1. Parenting
2. Youth

Issues Today 22-10

Date Aired: 3-9 Time Aired: 11:30PM
Length: 28 Min.

1. Michael Song, Computer Hacking Prevention Expert

He detailed the growing threat of computer hacking. He also gave some tips on how to avoid problems.

Issues covered:

1. Internet Safety
2. Communication

2. Stephanie Collins, Special News Parenting Expert

She described her experiences as a parent of two special needs kids. She also talked about the need for more support groups for parents.

Issues covered:

1. Disabled Rights
2. Parenting

3. Dr. Sanjay Jain, Physician of Integrative Medicine

He gave a blueprint on how anyone can lead a healthier life. He also talked about the need for better communication from the medical profession to patients.

Issues covered:

1. Health
2. Communication

Issues Today 22-11

Date Aired: 3-16
Length: 28 Min.

Time Aired: 11:30 AM

1. Frank Vernuccio, Broadcast Attorney

He commented on the controversy surrounding the proposed FCC survey of newsrooms. He also talked about the overreach of big government.

Issues covered:

1. First Amendment
2. Big Government

2. Sandy Botkin, Founder of Tax Reduction Institute

He detailed some tips that will help to reduce tax liabilities. He also talked about some states that are better at lowering taxes.

Issues covered:

1. Big Government
2. Taxes

3. Suzanne Beck, Executive Director of Crime Victims Council of Lehigh Valley

She discussed crime in the area and talked about the work of the council. She also talked about the counseling available.

Issues covered:

1. Crime
2. Justice System

Issues Today 22-12

Date Aired: 3-23 Time Aired: 11:30 PM
Length: 28 Min.

1. Dr. Brent Bradley, Marriage Counselor and Author

He gave tips on how people can improve their relationships. He talked about the need for better communication.

Issues covered:

1. Divorce
2. Communication

2. Nigel Williamson, Youth Mentor and Author

He gave his story of his rise from a gang member to a successful student. He also talked about the need for more youth mentors.

Issues covered:

1. Gangs
2. Youth

3. Jim Tarpey, Founder of Donate for a Cause

He detailed how people can get rid of unwanted timeshares by donating them to charity. He also talked about the pros and cons of purchasing them.

Issues covered:

1. Gangs
2. Youth

Issues Today 22-13

Date Aired: 3-30

Time Aired: 11:30PM

Length: 28 Min.

1. Nick Davis, Spokesperson for Americans for Agrion

He discussed the need for more alternative energy. He also commented on other conservation measures being used.

Issues covered:

1. Alternative Energy
2. Conservation

2. David Porter, College Recruitment Expert

He talked about new college campus construction efforts that are utilizing more socially-active open areas. He also talked about the need for better communication among students.

Issues covered:

1. Education
2. Youth

3. Dr. Steve Shrewsbury, DNA Expert

He discussed new research that is altering DNA to stop disease. He also talked about the need for a better environment.

Issues covered:

1. Health
2. Environment

Issues Today Most-Covered Issues
(1st Quarter, 2022)

1. Health
2. Education
3. Economy
4. Big Government
5. Communication
6. Youth
7. Environment
8. Consumerism
9. Volunteerism
10. Gangs

There were a total of 34 issues covered this quarter.