

QUARTERLY ISSUES

Programs List For

Television Station WFME TV-66  
West Milford, New Jersey

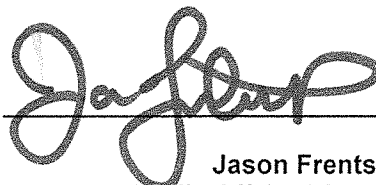
For the Period Covering

October 1<sup>st</sup>, 2011

Through

December 31<sup>st</sup>, 2011

Prepared by:



Jason Frentsos  
Public Affairs Director

Placed in file:

1/12/12

ok ✓

Checklist for PUBLIC AFFAIRS INTERVIEWS/REPORTS

Listed below are the number of persons/organizations WFME has interviewed or reported from for Public Affairs' Programming in each of the following categories:

	Agriculture
1	Business
1	Charities
	Civic Groups
	Culture
1	Disability/Handicap
2	Education
	Environment
	Ethnicity
1	Finance
1	Government
3	Healthcare
	Labor
	Military
2	Public Safety
	Recreation
	Religion
	Seniors
1	Women
	Youth

Please list the number of persons you have interviewed/reported from in the following categories:

	African-American
	Latino
	Native-American
	Asian
5	Women

Community Impact

Day: Saturday

Times: 1:00am; 4:00am; 7:00am; 1:00pm; 3:30pm; 7:00pm; 10:00pm

Length: 29:00

Quarter Program #1

DATE: October 1<sup>st</sup> 2011

Interview #1

GUESTS: Margaret Lambe Jurow, *Attorney*

ORGANIZATION: *Legal Services of New Jersey*

100 Metroplex Dr., Suite 402

P.O. Box 1357

Edison, NJ 08818

WEBSITE: [www.lsnj.org](http://www.lsnj.org)

CATEGORY: Government

TOPIC: Legal representation in a foreclosure

SYNOPSIS:

Legal Services of New Jersey has been designed to give full access to civil legal aid for all economically disadvantaged people who cannot secure a lawyer on their own. This need has become ever so great in light of the difficult economic times that we live in. Jurow came in to discuss how some of our listeners with low-incomes can take advantage of some of the services provided by LSNJ at no cost to them. She also gave an overview to those in our audience who are just now facing foreclosure and what are the steps necessary to overcome the enormous stress and financial burden.

Quarter Program #2

DATE: October 8<sup>th</sup> 2011

Interview

GUEST: William Weightman, *Board Member*

ORGANIZATION: *Workforce Investment Board*

PHONE: (908) 454-7000

WEBSITE: [www.norwescap.org](http://www.norwescap.org)

CATEGORY: Business

TOPIC: Sussex County Job Fair

SYNOPSIS:

Weightman joined us to speak about an annual job fair that was taking place in Sussex County, NJ for the many job seekers across the state. Representatives from a variety of businesses across NJ were at the event hoping to recruit workers from all backgrounds and experience levels. Weightman also spoke about his work with NORWESCAP, a private, non-profit corporation originally established in 1965 under the Economic Opportunity Act to serve the low-income population of Hunterdon, Sussex and Warren Counties. Weightman detailed a new parenting project for individuals on welfare called TIP, a Summer Feeding Program that provided meals to low income children during the summer, Homelessness Prevention Program that helped families avoid homelessness, and another displaced homemaker program serving Hunterdon, Somerset and Mercer County called Career and Life Planning Center.

Quarter Program #3

DATE: October 15<sup>th</sup> 2011

Interview

GUEST: Arlene Sullivan, *Executive Director*

ORGANIZATION: *Changing Images Art Foundation*  
PO Box 244  
Towaco, New Jersey 07082

PHONE: (973) 402-0842

CATEGORY: Education

TOPIC: Interactive Art Activities

SYNOPSIS:

Changing Images Art Foundation transforms facilities from bleak to unique with professionally finished murals. Sullivan's first inspiration came when her youngest child was hospitalized at two weeks of age and she spent two months in the intensive care unit with him. A former art teacher, she was depressed that the only things that surrounded the patients in the unit were scary machinery, wires, tubing and beige, blank walls. Paintings are drawn directly on walls or wherever there is a blank, desolate space. The end results are beautiful, brightly colored paintings that are professionally finished. These works transform pediatric units and help lift spirits by creating a pattern of hope and determination to get well and once again enjoy the vibrant shades of life.

Quarter Program #4

DATE: October 22<sup>nd</sup> 2011

Interview

GUEST: Dick Sanford, *Founder*

ORGANIZATION: *Operation Warm*  
1653 Brintons Bridge Road  
Chadds Ford, PA 19317

CATEGORY: Charity

TOPIC: Providing NEW coats to needy children this winter

SYNOPSIS:

Operation Warm empowers communities by donating NEW winter coats to children in need, nationwide. Since its inception in 1998, Operation Warm has provided the gift of warmth to more than 775,000 children. Partnerships are at the center of Operation Warm's philosophy. Collaborating with like-minded organizations and people allows them to expand their reach and broaden their mission – putting new winter coats on children in need. And to provide a better quality product and service, Operation Warm uses coat manufacturers here in the United States rather than outsourcing to other countries where the cost per coat is significantly less than in the USA.

Quarter Program #5

DATE: October 29<sup>th</sup> 2011

Interview

GUEST: Scott Sprouse, *Author and Educator*

BOOK: *30 Days To Better Critical Thinking*

CATEGORY: Education

TOPIC: Toning down political rhetoric

SYNOPSIS:

Just prior to the election day, Scott Sprouse, a philosophy professor and marketing expert, calls for toning down political rhetoric. We all talk about the appalling, debased level of rhetoric used during elections, but Sprouse offers ways to distinguish between rational arguments and irrational appeals. That's one reason he wants to make "thinking skills" as accessible as possible with his latest book. He also tackles the issues of the individual vs. the corporations. He argues that the best way to strengthen the individual is by helping him fine-tune his thinking skills. Another theme is how American students spend thousands of dollars per year to attend elite liberal arts institutions. Sprouse challenges our audience to find out what exactly it is that they learn at these schools. He proposes that there are other ways, which provide a hunger to learn without the absurd prices.

Quarter Program #6

DATE: November 5<sup>th</sup> 2011

Interview

GUEST: David Myers, *Regional Director*

ORGANIZATION: *3 In 4 Need More*

WEBSITE: [www.3in4needmore.com](http://www.3in4needmore.com)

CATEGORY: Healthcare

TOPIC: Long-Term Care

SYNOPSIS:

The 3in4 Need More campaign is dedicated to raising awareness of the importance of planning for one's long-term care needs. The campaign utilizes multiple marketing strategies in order to increase awareness nationally. Members of the campaign cross all industries, genders and age groups. The movement is nationwide and its organization is exclusively dedicated to promoting the importance of planning for long term care needs. Their mission is to increase national awareness of the need for each citizen to develop a long-term care plan and to raise awareness of the various private and public products and services available to them that should be considered in plan design.

Quarter Program #7

DATE: November 12<sup>th</sup> 2011

Interview

GUEST: Theresa Cavanaugh, *President*

ORGANIZATION: *Learning Disabilities Association of NJ*

PO Box 492  
Towaco, NJ 07082

PHONE: (973) 265-4303

CATEGORY: Disability

TOPIC: Learning disabled children

SYNOPSIS:

LDANJ is made up of parents, teachers and researchers - all with a common goal and interest to advance helping children with learning disabilities. Children need a strong voice to protect and advocate for their rights, dedicated educators who have the resources to help each and every child achieve their full potential, and ongoing research to find the best ways to educate and train these children. LDANJ strives to help children attain the success through various educational programs as well making the peoples voice heard in Trenton and with local school boards across New Jersey.

Quarter Program #8

DATE: November 19<sup>th</sup> 2011

Interview

GUEST: Sherri Betz, *Bone Health Expert*

ORGANIZATION: *American Bone Health*

1814 Franklin Street, Suite 620  
Oakland, CA 94612

PHONE: (888) 266-3015

CATEGORY: Women

TOPIC: Osteoporosis Prevention

SYNOPSIS:

Sherri Betz joined us to tell our listeners and viewers about a free bone screening in the local area, which can be a great assist for someone who may think they have a bone disease such as osteoporosis. She also demonstrated many exercises to increase the quality of life for both male and female sufferers. Betz has teamed up with American Bone Health, a non-profit organization which provides education, resources, and tools to help victims understand bone disease and bone health. In addition to education and tools, they also provide opportunities for people to get involved to spread the word about bone health and osteoporosis prevention.

Quarter Program #9

DATE: November 26<sup>th</sup> 2011

Interview

GUEST: Joseph DeIGiodice, *Neuromuscular Therapist*

ORGANIZATION: *Hudson Healing Arts*  
51 Newark Street, Suite 403  
Hoboken, NJ 07030

PHONE: (201) 653-7700

CATEGORY: Healthcare

TOPIC: Healthy eating in changing seasons

SYNOPSIS:

DeIGiodice, now a frequent guest on the program, rejoined us to elaborate further the importance of staying healthy during the autumn season. Joe is a big proponent of whole, natural foods that have been used for generations, keeping away from fast foods, which only serve to slow us down. He even offered recipes using various kinds of leafy, green vegetables that we can find at whole food stores. These types of meals should be cooked slowly and enjoyed around the family table. Through his childhood, Joe has been surrounded by fine, all natural cuisines prepared by his family, giving him a deep passion and respect for the culinary arts. It was in this environment that he became very interested in the healing power of botanical herbs and other methods of natural healing.

Quarter Program #10

DATE: December 3<sup>rd</sup> 2011

Interview:

GUEST: Henry Stryder, *Executive Director*

ORGANIZATION: *American Cancer Fund*  
P.O. Box 7262  
Hillsborough, NJ 08844

PHONE: (908) 431-9800

CATEGORY: Healthcare

TOPIC: Educating Cancer Victims

SYNOPSIS:

American Cancer Fund is an organization dedicated to the education, support and empowerment of those diagnosed with Cancer by organizing and clarifying information. ACF is designed to provide free clear, independent information and research to enable patients and their families to make smarter choices for Cancer treatment with an emphasis on dignity, functionality and cure. Cancer education is among the most important facets of surviving cancer. An individual who has been given a diagnosis of cancer and provided with information such as stage and possible treatment options desperately needs additional facts in order to make an educated, empowered decision.

Quarter Program #11

DATE: December 10<sup>th</sup> 2011

Interview:

GUEST: Bob Previdi, *Spokesperson*

ORGANIZATION: *NY Mass Transit Authority*

CATEGORY: Public Safety

TOPIC: NY/NJ Underwater Tunnel Project

SYNOPSIS:

Previdi joined us to speak about the new transit project proposed by many members of congress, but namely New York Mayor Michael Bloomberg. The need to have an extra tunnel running under the Hudson River is essential to relieve the congestion that morning and afternoon commuters face every day. The problem during these economic times is just how much taxpayers are willing to pay for such a project. And with Bloomberg's proposal in mind to extend the 7 train out to Secaucus, NJ, Previdi believes that we may have reached a fair agreement. Although, Previdi proposes that the Transit Authority extend the tunnel to Hoboken, NJ rather than to Secaucus. This would cost taxpayers far less while also shortening the distance between NYC and NJ. The project must be done and it will be soon – but now is the time when officials are sorting out the details.

Quarter Program #12

DATE: December 17<sup>th</sup> 2011

Interview

GUEST: Ruth Perlmutter, *Executive Director*

ORGANIZATION: *Jersey Animal Coalition*

298 Walton Ave.

South Orange, NJ. 07079

PHONE: (973) 763-7322

CATEGORY: Public Safety

TOPIC: Pet Adoption

SYNOPSIS:

JAC is a not-for-profit, all-volunteer coalition organized in 1989, which provides homeless dogs and cats with medical attention, shelter, and boarding. Since its founding, they have rescued over 6,500 stray and abandoned pets. Without JAC's intervention, these animals would most likely have been euthanized in pounds or left to die on the streets. The mission of JAC is simply to preserve life. JAC holds an Adoption Day at regular intervals at the JAC shelter, in addition to various ongoing events. JAC promotes spay/neuter, reunite owners with their lost pets, and educates the public about responsible pet ownership. They have also established various special programs and funds for seriously injured, abused, or otherwise disadvantaged pets.



Quarter Program #13

DATE: December 24<sup>th</sup> 2011

No program aired due to special Christmas 2011 programming.

Quarter Program #14

DATE: December 31<sup>st</sup> 2011

GUEST: Greg Semanick, *Media Relations Specialist*

ORGNZTION: *Internal Revenue Service*  
P.O. Box Office 745  
Springfield, New Jersey 07081

PHONE: (973) 921-4138

CATEGORY: Finance

TOPIC: Year-End Tax Tips

SYNOPSIS:

Gregg joined us again on the program this year as we draw closer to the deadline to encourage listeners to get that early jump on their taxes to prevent the last minute crunch we so often see. He stressed the importance of gathering records early and to seek help from the IRS website for any questions and concerns. 1040 Central is the web page that provides organized information and trouble-free tax filing, the alternative to waiting in line at a local branch of the IRS. Semanick also mentioned the most common problems that occur for filers such as math errors, not signing the return or putting the social security number on the form. To help eliminate these problems, Gregg encourages e-filing, the major proponent used by the IRS. E-filers can take advantage of this free service to help eliminate confusion and incidental mistakes that can delay processing time.

## WFME-TV PROGRAM SCHEDULE

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		
12:00AM	JOY OF MUSIC							12:00AM	
12:30	BIBLE READING - OLD TESTAMENT							12:30	
1:00	JOY OF MUSIC		VICTORY AT SEA	JOY OF MUSIC		COMMUNITY IMPACT	1:00		
1:30	BIBLE READING - NEW TESTAMENT							1:30	
2:00	HYMN SING							2:00	
2:30	BIBLE READING - OLD TESTAMENT							2:30	
3:00	JOY OF MUSIC							3:00	
3:30	BIBLE READING - OLD TESTAMENT							3:30	
4:00	JOY OF MUSIC		VICTORY AT SEA	JOY OF MUSIC		COMMUNITY IMPACT	4:00		
4:30	BIBLE READING - NEW TESTAMENT							4:30	
5:00	HYMN SING							5:00	
5:30	BIBLE READING - OLD TESTAMENT							5:30	
6:00	JOY OF MUSIC							6:00	
6:30	BIBLE READING - OLD TESTAMENT							6:30	
7:00	JOY OF MUSIC		VICTORY AT SEA	JOY OF MUSIC		COMMUNITY IMPACT	7:00		
7:30	BIBLE READING - NEW TESTAMENT							7:30	
8:00	HYMN SING							8:00	
8:30	BIBLE READING - OLD TESTAMENT							8:30	
9:00	JOY OF MUSIC							9:00	
9:30	BIBLE READING - OLD TESTAMENT							9:30	
10:00	JOY OF MUSIC		VICTORY AT SEA	JOY OF MUSIC		RADIO TAIWAN INTERNATIONAL	10:00		
10:30	BIBLE READING - NEW TESTAMENT							10:30	
11:00	HYMN SING							TAIWAN OUTLOOK	11:00
11:30	BIBLE READING - OLD TESTAMENT								11:30
12:00PM	JOY OF MUSIC							12:00PM	
12:30	BIBLE READING - OLD TESTAMENT							12:30	
1:00	JOY OF MUSIC		VICTORY AT SEA	JOY OF MUSIC		COMMUNITY IMPACT	1:00		
1:30	BIBLE READING - NEW TESTAMENT							1:30	
2:00	HYMN SING							2:00	
2:30	BIBLE READING - OLD TESTAMENT							2:30	
3:00	JOY OF MUSIC					VICTORY @ SEA	3:00		
3:30	BIBLE READING - OLD TESTAMENT							COMMUNITY IMPACT	3:30
4:00	JOY OF MUSIC		VICTORY AT SEA	JOY OF MUSIC		COLLEGE BOUND	4:00		
4:30	BIBLE READING - NEW TESTAMENT							INSIDE CHINA	4:30
5:00	HYMN SING							CHINESE CONSULATE	5:00
5:30	BIBLE READING - OLD TESTAMENT							5:30	
6:00	JOY OF MUSIC							6:00	
6:30	BIBLE READING - OLD TESTAMENT							6:30	
7:00	JOY OF MUSIC		VICTORY AT SEA	JOY OF MUSIC		COMMUNITY IMPACT	7:00		
7:30	BIBLE READING - NEW TESTAMENT							7:30	
8:00	HYMN SING							8:00	
8:30	BIBLE READING - OLD TESTAMENT							8:30	
9:00	JOY OF MUSIC							9:00	
9:30	BIBLE READING - OLD TESTAMENT							9:30	
10:00	JOY OF MUSIC		VICTORY AT SEA	JOY OF MUSIC		COMMUNITY IMPACT	10:00		
10:30	BIBLE READING - NEW TESTAMENT							10:30	
11:00	HYMN SING							11:00	
11:30	BIBLE READING - OLD TESTAMENT							11:30	
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		