

Quarterly Issues Report

Date: July 6, 2018

Submitted To: WQMY Public File

Re: WQMY Quarterly Issues Report

April 1, 2018 through June 30, 2018

WQMY 53
Second Quarter 2018 Quarterly Issues Report
Covering April 1, 2018 through June 30, 2018

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 Second Quarter 2018 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, Second Quarter 2018 April 1, 2018 through June 30, 2018
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.

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.

WQMY 53 Quarterly Issues

Issues: Community

Program: **Closer Look with Brian Sheehan**

Type of program: Locally produced half hour quarterly program

Airdate: Sunday, April 22, 2018
Sunday, April 29, 2018
Sunday, May 27, 2018

Air time: 1:30 PM – 2:00 PM
4:00 PM – 5:00 PM
11:30 AM - 12:00 PM
10:00 AM - 10:30 AM

Duration: 30 minutes

Description:

Host Brian Sheehan takes a “Closer Look” at Junior Achievement of Northeastern Pennsylvania. The mission of Junior Achievement is to inspire and prepare young people to succeed in a global economy. Brian speaks with Junior Achievement’s local president, operations manager and a local educator who discuss the benefits of teaching these important life skills to students in our community.