

Quarterly Issues Report

Date: April 5, 2018

Submitted To: WQMY Public File

Re: WQMY Quarterly Issues Report

January 1, 2018 through March 31, 2018

WQMY 53
First Quarter 2018 Quarterly Issues Report
Covering January 1, 2018 through March 31, 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 First 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, First Quarter 2018
January 1, 2018 through March 31, 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, March 25, 2018
Saturday, March 31, 2018

Air time: 10:00 AM – 10:30 AM
11:00 AM – 11:30 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.

WQMY 53 Quarterly Issues

Issues: Community

Program: **Trail of Hope: The Journey to Equality**

Type of program: Syndicated produced half hour quarterly special

Airdate: Saturday, February 24, 2018

Air time: 11:00 AM – 12:00 PM

Duration: 30 minutes

Description:

The journey toward civil rights for all Americans winds its way through rural courthouses and bus stations, southern schools and jail cells, and churches that organized a courageous movement that ended segregation. Some of these important landmarks still exist and form the basis for Trail of Hope – The Journey to Equality. Segregation was enforced by local laws, police and sheriffs, and acts of vigilante terror. In southern states where African Americans were forced to take literacy tests designed to keep them from voting, there were voter registration drives and public protests. More than a half-century later, this important American story is told through the first-hand accounts of the people who took those brave first steps to all-white lunch counters and public buses, and children who walked past hate-filled crowds through the front doors of segregated schools. This is a story of tragedy and triumph in the South that redefined America.