



Quarterly Issues & Programs Report

APRIL 1 - JUNE 30, 2001

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Section One: Problems & Needs

Overview: Based on WNNEM-5's ascertainment of community leaders and from data gathered from community organizations, the ten highest ranking problems and needs of the Flint-Saginaw-Bay City-Midland market are:

1. Education
2. Environmental Issues
3. Economic Development
4. Substance Abuse
5. Family Concerns
6. Jobs/Unemployment
7. Crime/Violence
8. Health Concerns
9. Concerns of Disabled/Elderly
10. Safety Issues

Section Two: Issues & Programs Report

Overview: The following is the quarterly "Issues & Programs" report placed in the public file of WNEM-5 on July 1, 2001. The report covers the period from April 1, 2001 - June 30, 2001. The report is based on ten significant problems and needs determined by WNEM-5's continuous community ascertainment. (see above) Below each problem/need is a brief description of some programs broadcast during the quarter designed to address the problem or need.

Saginaw, Michigan

April 1 through June 30, 2001

ISSUE/TITLE PROGRAM/TYPE DATE/TIME/DURATION

1) Education

*11 PM NEWS

LOC/NEWS

4/29/01 1:27

Due to a budgetary crisis, Flint school district officials met to develop a plan to cut 10 million dollars from the district's operating costs. Some administrators will be laid off, retiring teachers not replaced and district-wide travel expenses reduced.

This story explored the impact these cuts would have on the schools, students and community.

*6 PM NEWS

LOC/NEWS

4/28/01 :57

An Ingham County judge has extended the deadline for residents to voice opinions about the state's Special Education guidelines. The controversial rules have been challenged locally. Any change in the Special Ed laws could affect thousands of students throughout the state.

*6 PM NEWS

LOC/NEWS

4/2/01 1:17

The Saginaw School District is promoting classroom attendance in an effort to get as many students in Class as possible. This effort is a response Proposition A, which awards districts designated funding based on head count.

*"Best Of The Class"

PSA

19X:60's Ran @170 times total

These public service spots feature local high school valedictorians who'd been honored at the station's annual Best of the Class event in Frankenmuth. This event recognizes academic achievement and promotes those students who've earned top honors at each school in our viewing area.

2) Environmental Issues

* Noon NEWS

LOC/NEWS

4/23/01 2:23

This story looked at a severe mosquito control problem in Shiawassee County, and how this problem may spread into neighboring Saginaw county. Both counties are taking steps to combat the potential health hazard, but some residents claim these actions are too little too late.

* 6 PM NEWS

LOC/NEWS

:47

Residents along the Simms-Whitney water line in AuGres are being asked to conserve water due to low levels at that treatment plant. This has been an ongoing concern and officials are investigating causes and possible permanent means of correction.

*60 MINUTES

NAT/NEWS

4/31/01 @ 9 min.

"Who Killed The Whales" ... a piece looking at the possibility that United States Naval sonar equipment created serious injury to a rare breed of whales living in the Bahamas. Environmentalists have concerns that the whales suffer from hearing loss which may cause them to lose their ability to migrate and breed, and has lead them into dangerously low waters.

*Endangered Species

PSA

1 :30 ran @ 34 X

"Morphing Defenders" features the likenesses of various animals and encourages younger viewers to be aware of the needs of wildlife and endangered species.

3) Economic Development

* 6 PM NEWS

LOC/NEWS

4/28/01 :40

The booming growth of townships in the State of Michigan was highlighted in this piece. Nearly one half of all state residents now reside in townships. Flint and Saginaw Townships are examples of the big boom in retail experienced by these municipalities.

* 6 p.m. News

LOC/NEWS

5/12/01 :52

The Lutz family of AuGres is facing legal action to foreclose on their business, a popular tourist attraction in northern Michigan for decades. The facility has fallen on bad economic times this year, after a variety of factors, from bad weather to a slowdown in tourism, lead to dismal profits last year.

*WAKE-UP, 6 and 11 PM NEWS

LOC/NEWS

5/7/01 @4 min total

A combination of stories in various newscasts explored the fate of Saginaw's Civic Center, which will be placed in the hands of county voters. Out-county residents are expected to vote against bailing out the financially strapped sports and entertainment venue.

*AMERICORPS

PSA

:30 ran @ 50 X

This spot promotes the work of the Americorps volunteers throughout the country, who perform many different jobs, in cities, suburbs and rural areas. The spot promotes the fact that this program provides a valuable service to the American economy.

4) Substance Abuse

*6 PM NEWS

LOC/NEWS

5/19/01 1:52

JUST SAY NO rallies were held in Saginaw and Bay City, with close to 1,000 kids marching in support of taking a stand against drugs and alcohol. WNEM-5 News anchors Keith Landry and Raad Alawan performed m.c. duties at these events.

*11 PM NEWS

LOC/NEWS

5/10/01 :22

Residents of a Bay City apartment complex have complained about a drug dealer selling illegal substances near their home, and through their vigilance and persistence, have brought about the arrest of the suspect. Authorities are holding the individual and expect to press charges soon.

*6 PM NEWS

LOC/NEWS

5/10/01 1:11

Saginaw investigators looking for illegal fireworks stumbled onto a much bigger find recently. Several pounds of marijuana were found in a local residence, and charges of dealing in this illegal substance are expected to be filed soon.

*JUST SAY NO

PSA

:15 ran @ 47 X

1:30 ran @

This spot featured anchor Keith Landry promoting the annual Just Say No To Drugs rallies, which WNNM-5 has sponsored since 1986. The rallies in Saginaw and Bay City have grown to become the largest of their kind outside Los Angeles.

5) Family Concerns

*11 PM NEWS

LOC/NEWS

5/10/01 1:41

"Jay's Journal" - This piece told the story of how one Michigan family left the pressure of an affluent lifestyle in the Detroit suburbs and relocated to northern Michigan. The family purchased and renovated an abandoned school house, and has settled into an entirely different way of life.

*11 PM NEWS

LOC/NEWS

5/22/01 :23

This report looked at reported cases of domestic violence involving children in the Mt. Pleasant area. Community reaction and comments from authorities were included in the story.

*48 Hours

NAT/NEWS

4/26/02 @ 8 min.

"The Road Back" looked at several individuals and families who'd faced adversity, including health problems, family crises, job set backs and more. The piece explored the way these people dealt with the life-problems, and found their "road back" to happiness and success.

*LATTER DAY SAINTS

PSA

:30 ran @35 X

This spot is titled "Marriage", and promotes the importance of basic values of the family unit.

6) Jobs/Unemployment

*6 p.m. News

LOC/NEWS

5/28/01 2:08

A mid-Michigan mother is facing a very personal battle against state unemployment policies. This story highlighted her plight and the red tape she's encountered while trying to survive and support her family.

*11 p.m. News

LOC/NEWS

5/5/01 :27

This story highlighted the difficulties facing local high school students as they search for summer jobs.

* WAKE UP

LOC/NEWS

5/27/01 1:33

This story featured a report on national and state unemployment figures, which reflect the worst monthly Numbers since the recession of 1991. Locally, many businesses have been affected due to lay-offs and cutbacks in businesses related to the automotive industry.

* Junior Achievement

LOC/PSA

:30 ran @ 76 X

This spot features anchor Keith Landry and addresses the importance of getting kids involved with groups like Jr. Achievement, which can help prepare them for careers and life in the work force.

7) CRIME

* WAKE UP

LOC/NEWS

5/5/01 :49

Thanks to the high-tech crime-fighting tool of DNA evidence, a convicted felon in Michigan may be set free. This story explains and positive and negative aspects of this controversial law enforcement tool.

* 48 HOURS

NAT/NEWS

4/3/01 ran @ 8 min.

"Campus Insecurity" looked at the safety issues facing college campuses in America. These issues range from alcohol abuse, dormitory fires, "date rape" drugs and a host of other problems. Students, parents and college administrators were interviewed.

* CRIMESTOPPERS

LOC/PSA

11 :60's ran @ 200 X

These spots feature law enforcement personnel from various mid Michigan agencies, reporting on un-solved crimes and asking for the public's help in apprehending suspects.

* 6 PM NEWS

LOC/NEWS

5/29/01 1:11

Saginaw residents were interviewed in this story concerning the impact of budget cuts which will include cutbacks in the city's police department. Police officials commented that crime is actually down from previous years.

8) HEALTH CONCERNS

* March of Dimes

STATE/PSA

:30 ran @ 90 times

This spot promotes the importance of folic acid in the diets of women of child-bearing age. This Nutrient plays a vital role in the development of healthy fetal organs and tissues, and can be found in a variety of foods.

* Diabetes Education Foundation

PSA/NAT

:30 ran @ 49 X

"Diabetes All Starts" is the title of this spot produced to educate Americans about the risk of this disease, and what should be done to protect against and prevent it.

* WAKE UP

LOC/NEWS

6/30 :47

This story focused on a new health care facility coming to the Mt. Pleasant area. This facility will serve students at Central Michigan University as well as the general population around Mt. Pleasant and Isabella County.

* 60 Minutes

NAT/NEWS

5/6/01 @ 8 min.

Before pharmaceutical companies can market new drugs, they must prove it's validity to the FDA, in part, through a series of trial usages. This story profiled some critically ill patients who did and did not qualify for such clinical testing.

9)Concerns of the Disabled and Elderly

* TAKE 5

LOC/NEWS

7/17 1:16

University of Michigan researchers recently released a report on Alzheimers Disease. This segment looked at some significant findings contained in the report, including new research about how the dreaded illness is contracted.

* 6 PM NEWS

LOC/NEWS

5/10 2:00

This story highlighted local and state reaction to the most recent congressional initiatives to pass a Patient's Bill of Rights. Health care providers, patients and HMO's all play a key role in how health care is disseminated in this country, and all have strong opinions about the future of such legislation, which will have a definite impact on the country's elderly - the largest consumer group of health care services.

*Take 5

LOC/NEWS

5/10/01 1:17

Heart Disease and how it can affect the elderly was one focus of this piece. Older folks need to realize the importance of controlling cholesterol through proper diet, exercise and regular screenings.

*Corp. For National Services

NAT/PSA

:10 ran @ 60 X

RSVP is an organization promoting the importance of volunteer work by senior citizens.

Retirees can play an important role in mentoring, teaching and many other areas.

10)Safety Concerns

* NOON, TAKE 5,

6 AND 11 PM NEWS

LOC/NEWS

5/1-5/5 totaling @ 17 min.

Series of news stories focusing on the importance of child seat safety and local efforts to protect children through the proper use of safety seats in automobiles. WNEM-5 is working with Safe Kids, a General Motors Franchise, to educate the public about this important safety issue.

* National Fire Administration

PSA/NAT

:30 ran @ 75 X

This spot encourages campers and others to observe proper behavior in wooded areas to avoid and prevent forest fires.

* U.S. Dept of Transportation

PSA/NAT

1:30 ran @ 34 X

This spot promotes the use of safety belts, reminding viewers that taking the time to buckle up may seem like a small thing, but it can go a long way towards saving a life.