

Quarterly Issues & Programs Report

October 1, through December 31, 2002

Submitted by Jenelle Gilbert

Section One: Problems & Needs

Overview: Based on WNNM-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. Teenage substance abuse**
 - 2. Education (lack of funding/vocational training)**
 - 3. Support of community youth activities/Lack of activities for youth**
 - 4. Loss of business diversity/Deterioration of cities**
 - 5. Unemployment/Lack of good paying jobs**
 - 6. Racism/Hate crimes**
 - 7. Lack of parenting skills/Need for parenting classes**
 - 8. Lack of spiritual/Moral values/Ethics**
 - 9. Need role models for youth**
 - 10. Cost and quality of public transportation/Lack of**
-

Section Two: Issues & Programs Report

Overview: The following is the quarterly "Issues & Programs" report placed in the public file of WNEM-5 on January 10, 2003. The report covers the period from October 1, 2002- December 30, 2002. The report is based on ten significant problems and needs determined by WNEM-5's community ascertainment. (see above) Below each problem/need is a brief description of some news segments and public service announcements broadcast during the quarter designed to address the problem or need.



Bay City, Michigan

October 1, through December 31, 2002

<u>ISSUE/TITLE/SOURCE</u>	<u>PROGRAM/TYPE</u>	<u>DATE/DURATION</u>
1) Teenage substance abuse		
* 12 Noon News	LOC/NEWS	10/17/02 :50
“Genesee Drug Bust” – Thousands of pounds of marijuana were confiscated in Genesee County. A man, woman and teenage boy were taken into custody. Police say the drug problem is getting worse.		
* 11PM News	LOC/NEWS	10/10/02 :17
“Crack Daycare” – Two Saginaw brothers face felony drug and weapon charges. Prosecutors say the men were dealing drugs out of a daycare owned by their mother.		
* 5PM News	LOC//NEWS	11/11/02 :24
“Hero Cards” – A different kind of trading card is circulating in one Traverse city area school. Instead of sports heroes, high school students appear on cards collected by elementary students. The cards are part of the Project Hero program encouraging students to stay away from drugs, alcohol and tobacco.		
*SPM News	LOC/NEWS	12/03/02 1:30
“Bay Juvenile Program” – Judge Karen Tighe of the Bay County Probate Court is helping launch a new program aimed at reducing juvenile delinquency. The judge cites easy access to drugs and alcohol as a major problem in our young population. The new program works with at-risk youth.		

2) Education (lack of funding/vocational training)

*5AM News
LOC/NEWS
10/25/02 1:48
"Delta Career Day" – Over 200 professionals are giving teens advice and information for their careers. It's exposure never offered to students in past years.

*12Noon News
LOC/NEWS
10/23/02 :37
"Military Kids Scholarships" – A local veterans group is making sure that children who have lost their father serving their country will have an opportunity for a college education by offering scholarships.

*5AM News
LOC/NEWS
10/31/02 :10
"Saginaw GED Program Grant" – The Education and Training Connection Office in Saginaw now has satellite offices in Midland, Coleman, Breckenridge, Bangor Twp., St. Charles, and Bridgeport offering grants to get your GED.

*6PM News"
LOC/NEWS
11/19/02 :22
"Midland Teachers Critical List" – Midland teachers are working without a contract since August and talks are at a standstill. At least 15 other districts in the state are in the same situation.

*5AM News
LOC/NEWS
11/11/02 :22
"College Funding" – Colleges will soon find out if Governor Engler will order mid-year cuts because of revenue shortfalls. The University of Michigan, Wayne State, and Central Michigan University are considering ending admissions into programs with uncertain futures due to the planned cuts.

3) Support of community youth activities/Lack of activities for youth

*5PM News LOC/NEWS 10/26/02 :45

“Saginaw coach” – A Saginaw youth football coach pleaded guilty to encouraging players to beat one of their own teammates.

*11PM News LOC/NEWS 11/16/02 1:30

“Fall leaf tour” – P. Allen Smith remembers as a kid how fascinating it was to see the changing seasons, especially fall. A suggestion for youth is to start a fall leaf collection.

*5:30PM News LOC/NEWS 11/02/02 1:22

“Chesaning Band to Competition” – Chesaning High School Marching Band is competing for the Michigan Competing Band Association trophy. The band is a fun activity and the competition makes it more exciting say band leaders.

*6PM News LOC/NEWS 12/27/02 :19

“Kwanza Starts Today” – African Americans honor their common heritage by participating in events based on early harvest gatherings. Kwanza celebrates African values including responsibility and faith.

4) Loss of business diversity/deterioration of cities

* 6PM News LOC/NEWS 10/29/02 :30

“New Burton Health Open” - The new Burton Branch of the Genesee County Health Department is open for business. It replaces the old downtown location and offers a variety of health services to patients.

*6PMNews LOC/NEWS 10/29/02 :20

“GM Incentives” – It is good for business and consumers so General Motors plans to continue the zero percent incentive for new cars and trucks. The blitz was launched 13 months ago.

*6PM News LOC/NEWS 10/23/02 :24

“Olde Towne Grocery Store” – It’s some new business for Old Towne Saginaw, the first time in 10 years that a new grocery store has opened.

*Noon News LOC/NEWS 10/15/02 :41

“Midland Jail Controversy” – Midland residents are concerned about a proposal to build a new county jail on M-20 west of town. Residents argue the proposed site is too close to residential and schools.

*11PM News LOC/NEWS 11/30/02 :30

“Christmas Tree Sales” – Michigan Christmas Tree growers are looking for business to pick up after some tough times. Michigan is one of the top four states selling trees nationally.

5) Unemployment/Lack of good paying jobs

*5AM News LOC/NEWS 10/16/02 :15

“Unemployment Michigan – Michigan’s jobless rate dropped last month to the lowest level since February. State officials say it indicates unemployment is leveling off after a year of steady increases.

*5AM News LOC/NEWS 11/29/02 :21

“Saginaw County Buyouts” – Nearly a dozen Saginaw county workers will retire early which could reduce the number of layoffs next year.

*5:30PM News LOC/NEWS 11/22/02 :19

“State Economy Improves” – Experts at the University of Michigan say the state should start to show economic improvements as early as next spring. Michigan has lost 150 thousand jobs since mid-2000. Economists say the state will regain about 28 thousand jobs during next year and nearly three times that in 2004.

*Noon News LOC/NEWS 11/19/02 :23

“GM/New deal in Saginaw?” – GM has decided to keep nearly 200 jobs in the city adding a new line to GM Powertrain’s metal casting plant.

*5AM News LOC/NEWS 11/11/02 :28

“New Midland Plant” – Dow Chemical announced the city is in the running for a new industrial plant which could bring 300 high paying jobs and millions of dollars to the area.

6) Racism/Hate Crimes

*5:30PM News	LOC/NEWS	10/30/02	:22
“Genesee County Crime Story” – Genesee county officials say crime is down across the region compared to last year.			
*6PM News	LOC/NEWS	11/20/02	2:00
“Little Rock 9 at Delta” – Terrance Roberts, of the Little Rock 9 spoke at a history class at Delta College on what racism was in 1957 and how it has changed today.			
*8AM News	LOC/NEWS	11/23/02	:19
“Saginaw High Gun” – Two teens could face charges for bringing a gun to Saginaw High School.			
*5AM News	LOC/NEWS	12/11/02	:26
“Young Writers – Flint” – A local Flint group committed to reducing racism throughout the greater Flint area offered prizes for student essays on racism to Flint area students.			

8) Lack of spiritual/Moral Values/Ethics

*6PM News
"Kwanza Starts Today" – African American's honor their common heritage by participating in events based on early harvest gatherings. It celebrates African values including responsibility and faith.

*6PM News
"Little Rock 9 at Delta" – Terrance Roberts, of the Little Rock 9, spoke at a history class at Delta College on what racism was in 1957 and what it means today.

*5AM News
"Young Writers – Flint" – A local Flint group committed to reducing racism throughout the greater Flint area offered prizes for student essays on racism to local students.

*Noon News
"Flint Halloween Party" – A safe alternative to letting kids walk the streets for Halloween this year is going to be the Kidzfest, put on by the City of Hope and the R. O. C. Church of Flint today.

*6PM News
"Catholic School Mass" – Catholic schools in Bay City area are having a special celebration saluting their faith and traditions as part of the school homecoming.

9) Need for role models for youth

*Noon News
LOC/NEWS
10/31/02 :20
"Flint Halloween Party" – A safe alternative to letting kids walk the streets for Halloween this year is going to be the Kidzfest, an event offered by the City of Hope organization and the R.O.C. Church of Flint.

*11PM News
LOC/NEWS
10/06/02 :45
"Word of Faith: Get out and vote" – Local church leaders are encouraging young people to get registered to vote this November.

*4PM News
LOC/NEWS
11/11/02 :24
"Hero Cards" – A different kid of trading card is circulating in one Traverse city area school. Instead of sports heroes, high school students appear on cards collected by elementary students. The cards are part of the Project Hero program encouraging students to stay away from drugs, alcohol and tobacco.

*4PM News
LOC/NEWS
12/03/02 1:30
"Bay Juvenile Program" – Judge Karen Tighe of the Bay County Probate Court is helping launch a new program aimed at reducing juvenile delinquency. The judge cites easy access to drugs and alcohol as a major problem in our young population. The new program works with at-risk youth.

*5AM News
LOC/NEWS
10/25/02 1:48
"Delta Career Day" – Over 200 professionals are giving teens advise and information for their careers. It's exposure and guidance otherwise not offered to students.

10) Cost and quality of public transportation/Lack of

*11PM News LOC/NEWS 10/06/02 :45

“Word of Faith: Get out and vote” – Local church leaders will provide free rides and transportation to senior citizens to get out and vote.

*6PM News LOC/NEWS 12/20/02 :20

“Flint MTA Cuts” – Customers of the Flint Mass Transportation Authority approved a reduction of some bus routes due to budget problems.

*5PM News LOC/NEWS 12/14/02 :20

“Northwest Airline” – Northwest Airlines have a deal which could allow the airline to continue its alliance with Delta. It would involve selling seats on each others’ planes. More opportunity for travel is the benefit for consumers.

*6PM News LOC/NEWS 11/23/02 :25

“Boarding Pass changes” – Holiday travel may be a bit easier this Thanksgiving if you are flying out of Detroit metro Airport. The Transportation Security Administration has changed its boarding pass procedures as part of a pilot program and they hope to eliminate gate screening at 38 airports in the next three months.

Exhibit A
WNEM5 Educational and Informational PSA's Ran During October 1 - December 31, 2002

Name	Source	Local State/National	Subject Area	PSA Time (seconds)	Number Ran	Total PSA Time (minutes)
Girl Scouts	Girl Scouts	Local	Child development	:10 :15	43 32	7 8
Yours/Them	Boys & Girls Town	National	Natl Hotline for kids in trouble	:60	44	44
Crayon	Latter Day Saints	National	Importance of family	:20 :30	12 31	4 15
Sloan/Holiday	Flint Cultural Museum	Local	Children's learning exhibits	:30	54	27
Big Brothers/Sisters	Ad Council	National	Need for role models	:30	10	5
Child Safety	Saginaw Crime Prevention	Local	Child safety	:60	24	24
Casey at Bat	Latter Day Saints	National	Importance of parental guidance	:90	84	84
Drunk driving	Ad Council	National	Drunk driving	:30	16	8
Appreciate	Foundation for a Better Life	National	Parents as role models	:60	31	31
Camp/tie	Ad Council	National	Education for minorities	:60	51	51
Buckle Your Baby	Buckle Your Baby	Local	Child safety restraints	:60	9	9
Why	Ad Council	National	Race discrimination	:60	17	17
Appreciation	Bonneville	National	Parental support for children	:30 :60	7 20	3 20
Toys for Tots	Salvation Army	Local	Gifts for needy children	:30	31	15
Priority Children	Phenix Network/Genesee	Local	Community support for children	:30	20	10

Non-broadcast Efforts Between October 1 – December 31, 2002

Exhibit B

1. TOYS FOR TOTS – WNEM-TV and the Salvation Army team up to make sure needy mid-Michigan children have toys during the December holiday season. The event was promoted 11/25-12/16/02.
2. DELTA CAREER DAY – WNEM-TV participated in the Delta College career day on 10/25/02 which invited area college and high school students to learn more first hand about careers they are interested in from area trade and business people.
3. TAKE A DETROIT LION TO SCHOOL – WNEM-TV invited area children to participate in an essay contest. The contest winner's prize is to have a Detroit Lion football player visit his/her school on 11/12/02.
4. BEAR IN THE BIG BLUE HOUSE – WNEM-TV sponsored event featuring characters in a local stage play from the animated Disney program "Bear in the Big Blue House" taking place on 10/04-12/02.

COMMERCIAL LIMIT CERTIFICATION

I, Steve Sabato, in my capacity as Vice President & General Manager of television station WNEM-TV, Channel 5, Bay City, Michigan, hereby certify that for the period from October through December 31, 2002:

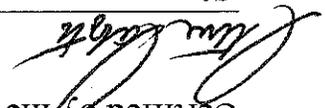
1) I am familiar with the commercial limits imposed by Section 73.760 of the FCC's rules (no more than 12 minutes per clock hour of commercial material may be broadcast during children's programming during the week, and no more than 10 1/2 minutes per clock hour on weekends);

2) Attached as Exhibit 1 is a true and correct list of all children's programming aired during the period listed above;

3) Attached as Exhibit 2 is a complete list of all instances in which the commercial time limits were exceeded for the programs listed in Exhibit 1 during the period listed above.

4) "Children's programming" when used here means programming originally produced and broadcast primarily for an audience of children 12 years old and under.

Certified by me this 9th day of December, 2002.



Vice President & General Manager
Title

Signature

COMMERCIAL LIMIT CERTIFICATION

Exhibit No. 1

**List of Children's Programming Aired
During Certification Period**

"Children's programming" when used here means programming originally produced and broadcast primarily for an audience of children 12 years old and under.

Station: WNEM-TV

Certification Period Dates: 10/01/02-12/31/02

Blues Clues 7:00-7:30AM on 10/05/02, 10/12/02, 10/19/02, 10/26/02, 11/02/02, 11/09/02, 11/16/02, 11/23/02, 11/30/02, 12/07/02, 12/14/02, 12/21/02, 12/28/02)

Dora, the Explorer 7:30-8:00AM on 10/05/02, 10/12/02, 10/19/02, 10/26/02, 11/02/02, 11/09/02, 11/16/02, 11/23/02, 11/30/02, 12/07/02, 12/14/02, 12/21/02, 12/28/02)

Hey Arnold 7:00-7:30AM on 10/06/02, 10/13/02, 10/20/02, 10/27/02, 11/03/02, 11/10/02, 11/17/02, 11/24/02, 12/01/02, 12/08/02, 12/15/02, 12/22/02, 12/29/02)

Wild Thornberrys 7:30-8:00AM on 10/06/02, 10/13/02, 10/20/02, 10/27/02, 11/03/02, 11/10/02, 11/17/02, 11/24/02, 12/01/02, 12/08/02, 12/15/02, 12/22/02, 12/29/02)

As Told by Ginger 11:00-11:30AM on 10/05/02, 10/12/02, 10/19/02, 10/26/02, 11/02/02, 11/09/02, 11/16/02, 11/23/02,

Hey Arnold 11:00-11:30AM on 11/30/02, 12/07/02, 12/14/02, 12/21/02, 12/28/02)

Certifying person's initials



COMMERCIAL LIMIT CERTIFICATION

Exhibit No. 2

List of all instances in which commercial time limits were exceeded.

Station: WNEM-TV

Certification Period Dates: October 1 – December 31, 2002

- NONE -

 Certifying person's initials



CBS TELEVISION

51 WEST 52 STREET

NEW YORK, NEW YORK 10019-6188

(212) 975-4321

RECEIVED JAN - 3 2003

Re: **CHILDREN'S TELEVISION COMMERCIAL LIMITS REPORT**

Dear General Manager:

December 30, 2002

Attached is the CBS Television Network Certification of Compliance with the Children's Television Commercial Limits for the Fourth Quarter of 2002. Please give the certificate to the individual at your station responsible for the public file.

As you know, the Children's Television Act of 1990 requires every television station to place in its public file, no later than the tenth day after each quarter, documents certifying that all children's programming broadcast by the station during the quarter did not exceed the commercial limits imposed by the Act.

The attached document, which is suitable for placement in your public file, certifies that regularly scheduled children's programs distributed by the CBS Television Network were formatted to comply with the commercial limits, if they were broadcast by affiliates according to the sequence and schedule recommended by the Network in the order wire for the programs. You should augment this network certificate with additional documentation certifying that your station broadcast the core programs according to the sequence and schedule recommended by the Network, or, if you did not do so, that all the programs, as broadcast, nevertheless did not exceed commercial limits.

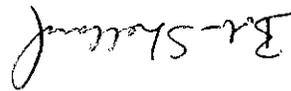
With regard to non-regularly scheduled children's programs, the attached document certifies that such programs distributed by the CBS Television Network were formatted to comply with the commercial limits. You should augment this network certificate with additional documentation certifying that in broadcasting these non-regularly scheduled network programs, your station did not exceed the station break time formatted for local affiliate commercials.

In addition to your responsibilities with respect to network programming, you must place in your public file certification of commercial compliance for any other children's programs subject to the commercial limits (i.e., programs designed and broadcast primarily for an audience of children aged 12 and under) broadcast by your station within the quarter. You may wish to speak with your broadcast counsel about such reports.

Information pertaining to network programming to assist in your preparation of the Fourth Quarter, 2002 Children's Television Programming Report on FCC Form 398 was mailed to you on December 16, 2002.

If you have any questions, please contact your Affiliate Relations Regional Director or give me a call (212-975-4195).

Best regards,



Robert D. Shellard
Vice President, Planning and Administration
Affiliate Relations

CERTIFICATION OF COMPLIANCE
WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS
October 1, 2002 - December 31, 2002

During the above period, the CBS Television Network ("CBS"), a unit of Viacom Inc., disseminated to its owned and affiliated stations the following weekly programs originally produced and broadcast primarily for an audience of children 12 years of age and under:

BLUE'S CLUES
DORA THE EXPLORER
HEY ARNOLD!
THE WILD THORNBERYS
AS TOLD BY GINGER
PELWICK

All of these programs were disseminated for weekend broadcast by CBS affiliates and owned stations.

I hereby certify that the children's programming disseminated by CBS during the period October 1, 2002 through December 31, 2002, was formatted to contain no more than the maximum amount of commercial time permitted under the Communications Act, as amended, 47 U.S.C. §303a, and 47 C.F.R. §73.670. Specifically, I certify that, in the form and sequence in which the programming was disseminated by CBS to its owned and affiliated stations for broadcast:

- (1) Each hour of weekend children's programming (containing either one hour-long program or two consecutive half-hour programs) contained no more than ten and one-half minutes (10:30) of network commercials and was formatted to contain no commercials supplied by the local station;

- (2) When, due to preemptions, the network disseminated during the weekend a half-hour children's program which was not part of an hour's block of children's programming, that program contained no more than five minutes fifteen seconds (5:15) of network commercials and was formatted to contain no commercials supplied by the local station.

M P Messinger
Martin P. Messinger
Assistant Secretary, CBS Broadcasting Inc.

Date: December 30, 2002

NBP/5730