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# Quarterly Issues & Programs Report

July 1, 1997 - September 30, 1997

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# Section One: Problems & Needs

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**Overview:** Based on WEM 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. **Decaying Infrastructure/Bad Roads**
2. **Substance Abuse**
3. **Education (Quality & Funding)**
4. **Violence/Crime/Gangs**
5. **Lack of Pride in the Community**
6. **Need for Jobs/Unemployment**
7. **Environment/Recycling**
8. **Lack of Adequate Housing**
9. **Lack of Good Comm. Leaders**
10. **Lack of Respect for Others/Moral Values**

## Section Two: Issues & Programs Report

**Overview:** The following is the quarterly "Issues & Programs" report placed in the public file of WNEM 5 on October 10, 1997. The report covers the period from July 1, 1997 through September 30, 1997. The report is based on ten significant problems and needs determined by WNEM's continuous community ascertainments. Beneath each problem/need is a brief description of some programs broadcast during the quarter designed to address the problem or need.

## WNEM 5 Quarterly Issues/Programs List

**Saginaw, Michigan**

July 1, 1997 - September 30, 1997

ISSUE/TITLE	PROGRAM/TYPE	DATE/TIME/DURATION
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1) Decaying Infrastructure/Bad Roads

- Hot Topics

LOC/PA

07/09/97 @ 12 noon 3:00

Guest: Mike Fielbrandt of Heritage Equipment in Chesaning

Topic: Each year a charity rodeo event is held to help the community of Chesaning. This rodeo raises funding to help in many areas from health care to road repairs.

- NEWS

LOC/NEWS

JUL26 6PM 21	ROAD MONEY	KR VO AUTO 21	0:25
JUL16 6PM 12	GAS TAX/ROAD PLAN	* PN INTRO	0:00 0:15
JUL14 NOON 05	MICHIGAN ROAD MONEY	* VO (FILE)	0:22
JUL13 6PM 15	ROADFUNDING	* KR VO MORGUE 19?	0:19
JUL09 6PM 26	MI MINUTE-GAS TAX/BAD ROADS	DC VO (ME067)	0:00 0:16
JUL09 NOON 17	STATE ROADS	* VO	0:25
SEP10 6PM 16	ENGLER/ROADS	* IC VOB (2-TAPES)	:11 0:45
JUL26 AMWND 62	FEDERAL ROAD FUNDS	* CW RDR	0:00 0:18
JUL07 MORN 73	ROAD REPAIRS	* KR VO 11PM	0:17
AUG01 AMWND 10	SAGINAW ROAD BENEFITS	CW RDR	0:20

## 2) Substance Abuse

- Hot Topics

LOC/PA

08/20/97 @ 12 noon 3:00

Guest: Suzanne Greenburg of Saginaw's Child Abuse & Neglect Council

Topic: There have been studies published linking substance abuse to domestic violence. The Child Abuse & Neglect Council offers training programs and referrals to help families dealing with this problem.

- PSA

STATE/PSA

09/18/97 - 09/30/97

Four spots ran 102 times

"Partnership For a Drug-Free Michigan/Davey & Glitch"

"Play by Play"

"Long Way Home:

"Appointment/Girl"

These spots relay the dangers of drug abuse.

- PSA

STATE/PSA

07/01/97 - 09/30/97

One :30 spot ran 9 times

"State of MI/Room of Smoke" - Relays the dangers of smoking while pregnant.

- NEWS

LOC/NEWS

JUL19 AMWND 33 CIGARS AND KIDS \* CW INTRO/PKG 1:53 0:13

AUG14 MORN 56 DRUGS USE-TEENS SM INTRO-PKG 1:40 0:16

AUG13 5PM 12 TEENS & DRUGS \* RU GFX 0:15

AUG13 NOON 06 DRUG ABUSE AMONG KIDS \* CG/BKGRD 0:25

AUG06 11PM 25 DRUG USE AMONG TEENS \* VO 0:20

### 3) Education (Quality & Funding)

- Weekend Wakeup LOC/PA 09/07/97 @ 8 a.m. 3:00

Guest: Cindy Redburn of the Kochville Twp. Fire Department and Mike Underwood of the Thomas Twp. Fire Department  
Topic: The upcoming Safety Weekend at Fashion Square Mall is seen as an opportunity to offer an important education to the public about various issues from fire safety to environmental hazards in the home.

- Hot Topics LOC/PA 09/24/97 @ 12 noon 3:00

Guest: Peggy Smith of the Visiting Nurses Association

Topic: This segment focused on educating our viewers about the importance of getting flu shots. Peggy demonstrated how painless flu shots can be by giving one, during the interview, to anchor Leslie Davis.

- "Success Through Education" SYN/PA 09/28/97 @ 11:30 a.m. 1 hr.

This program promotes the important benefits of education among Hispanic students by profiling successful Hispanic-Americans in fields of science, industry, engineering and technology.

- PSA

LOC/PSA

07/01/97 - 09/01/97

Nine 30 spots ran 250 times

“Turnaround Achievement Awards” - These spots highlighted junior high and high school students who have turned their lives around to become successful students.

- NEWS

LOC/PA

AUG25 NOON 11 HOMESCHOOLING \* RDR 0:00 0:21  
 AUG25 MORN 12.9 MOSIACA SCHOOL \* RE VOB 2TPS 0:21 0:24  
 AUG13 NOON 17 YEAR AROUND SCHOOL FS VO/B (2) 0:45  
 AUG12 5PM 09 READING MENTOR-REPORT CARD\* FS INTRO/OPEN :10 0:20  
 SEP19 11PM 13 INTERNET SCHOOL/STATE \* ML VO/B 2 TAPES 0:11 0:35

#### 4) Violence/Crime/Gangs

- Hot Topics

LOC/PA

08/13/97 @ 12 noon 3:00

Guest: Stacy King of the Bay County Women’s Center

Topic: The Women’s Center offers a safe haven for women and children who face domestic violence. Also, the Center offers training programs for abusive spouses and counseling to help families get back together.

- PSA

LOC/PA

07/01/97 - 09/30/97

One :60 spot ran twice daily

“Crimestoppers” (Crime of the week) - Crimestoppers is a series of locally produced public service announcements created by WNEM 5 in conjunction with other local stations. They offer a reward for information leading to the arrest of criminals.

- PSA

STATE/PSA

07/01/97 - 09/30/97

“State of MI/Domestic Violence” - Relays the message to stop domestic violence.

- NEWS

			LOC/NEWS	
JUL31	6PM	14	SHYTOUR WILLIAMS	* DC VO (NOON) 0:00 0:24
JUL31	NOON	07	GEN CO BANK ROBBERY	* VO/CG-BKGRD 0:20
JUL31	NOON	22	DELTA/DRUG ARRESTS	* VO (7A-NA014) 0:14
JUL29	NOON	09	UNDERGROUND RAILROAD (CR 128*	INTRO/VO 0:35
JUL28	NOON	08	SAGINAW SHOOTING/TWO DEAD	VO 0:27
JUL22	6PM	12.5	SANILAC COUNTY RAPE	* DC GFX 0:00 0:26
JUL19	6PM	13	ARENAC MURDER	* CW RDR 0:00 0:17
JUL17	6PM	11	BONNER PARK ATTACK/PRE-LIM * TS	INTRO 0:00 0:26
JUL17	NOON	06	ABDUCTION MID-SAG	PN MAP 0:00 0:18
AUG14	6PM	17.2	BEAL CITY BANK ROBBERY	* KS MAP 0:00 0:22
SEP12	6PM	12	FLINT GUN BUY BACK	DC VO/GFX 0:00 0:20

## 5) Lack of Pride in Community

- Hot Topics

LOC/PA

07/23/97 @ 12 noon 3:00

Guest: Nancy Koepke of Saginaw Community Enrichment Commission

Topic: The Enrichment Commission exists to enhance the lives of residents of Saginaw County, and to increase community pride.



- Hot Topics

LOC/PA

09/17/97 @ 12 noon 3:00

Guest: Judge William Crane

Topic: "Tim McCoy Day" is being planned to showcase community pride in this local man who achieved national fame as a motion picture star. A plaque will be unveiled at his gravesite to commemorate his life.

- Weekend Wakeup

LOC/PA

09/20/97 @ 8 a.m. 3:00

Guest: Carlton Woods, new Conductor of the Midland Symphony Orchestra

Topic: The Midland Symphony has long been a great source of pride to that community, and this new conductor discussed his hopes and plans to continue this great artistic tradition.

- PSA

LOC/PSA

08/11/97 - 08/30/97

One spot ran 70 times

"UAW 60th Anniversary" - This spot highlights the celebration of the founding of the UAW 60 years ago in Flint.

- NEWS

LOC/NEWS

JUL27 AMWND 05 BUICK CITY

MK VO AUTO 21 0:21

JUL26 6PM 18 BONNER PARK CELEBRATION

MK INTRO 0:15

AUG24 AMWND 66 HOUGHTON JONES FAIR \* JB VOB 2TPS 0:20 0:17

## 6) Need for Jobs/Unemployment

- Weekend Wakeup

LOC/PA

08/16/97 @ 8 a.m. 3:00

Guest: Bettye Cunningham of UAW Local 659

Topic: The UAW is observing it's 60th anniversary, and this interview focused on the impact of the union on the community, finding and securing jobs for area workers.

- Hot Topics

LOC/PA

08/27/97 @ 12 noon 3:00

Guest: Laurie Duncan of Created For Caring

Topic: Created for Caring is an agency helping those who "fall through the cracks," offering specific help for things like utility payments and clothing for unemployed persons and their families.

- PSA

NAT/PSA

07/01/97 - 07/19/97

One spot ran 10 times

"Job Corps/George Forman" - George Forman talks positively about Job Corps

- NEWS

JUL29 6PM 20.5 BUICK CITY/BACK TO WORK \* DC VO (FLINT) 0:00 0:21  
JUL26 6PM 14 ECONOMY PROBLEMS/STRIKE KR RDR 0:23  
JUL14 6PM 21 SKILLED TRADES/SHORTAGE \* IC INTRO 0:00 :20  
AUG14 NOON 13 JOBLESS RATE \* DC CG/BKGRD 0:00 0:19  
SEP08 NOON 16 SUGAR JOBS/APPLICATIONS \* VO 0:15

## 7) Environment/Pollution/Recycling

• Weekend Wakeup  
LOC/PA  
07/19/97 @ 8 a.m. 3:00

Guest: Victoria Krimsky of Owosso

Topic: "Friends of the Shiawassee River" are gathering together for a day of clean-up on the river. From Owosso to Bancroft, they'll be removing trash and other debris. The public is encouraged to join in.

• Hot Topics  
LOC/PA  
09/10/97 @ 12 noon 3:00

Guest: Linda Bowers of the Saginaw Twp. Fire Department

Topic: A Community Safety Weekend is coming up at Fashion Square Mall, and dozens of local agencies will be there to discuss safety concerns and environmental issues. WNEM 5 is a co-sponsor of this event.

• NEWS  
LOC/NEWS  
JUL19 6PM 11 FLINT RECYCLING \* ML INTRO 0:00 0:34  
JUL19 6PM 12 DISASTER RELIEF \* KR VO/GFX 0:00 0:17  
JUL19 AMWND 21 SHIA WASSEE CLEAN-UP (LIVE) \* CW FLINT-LIVE 2:00 0:21  
JUL05 6PM 15 MONTROSE CLEAN UP \* ML VOB 2TPS 0:10 0:40  
JUL05 AMWND 22 MI BEACH POLLUTE (CBSTUIP/ \* CW VO ME020) 0:00 0:38  
AUG31 6PM 16 DOW CHEMICAL LEAK KR VO 0:24  
AUG24 6PM 16 G-M ENVIRONMENTAL FAIR JB VOB 2TPS 0:22 0:22

## 8) Lack of Adequate Housing

- Hot Topics

LOC/PA

09/03/97 @ 12 noon 3:00

Guest: Bob Whelton of the City Rescue Mission

Topic: Saginaw's City Rescue Mission has offered hope and shelter for thousands of homeless for dozens of years. This tradition continues, offering help to the homeless and unemployed.

- NEWS

LOC/NEWS

JUL26 6PM 22 CHRISTMAS IN JULY JB INTRO 0:15

## 9) Lack of Good Community Leaders

- Hot Topics

LOC/PA

08/06/97 @ 12 noon 3:00

Guest: Dianne Middleton of Leadership, Bay County

Topic: Leadership training programs are springing up throughout the country in response to a growing distrust of local and national leaders. The purpose of these programs is to orient leaders of tomorrow and train them to earn the public's trust.

- Weekend Wakeup

LOC/PA

09/06/97 @ 8 a.m. 3:00

Guest: Robert Fahler, SVSU Professor

Topic: The SVSU Humanities series offers motivation and leadership training for those interested in the Saginaw/Tri-cities community. This series features speakers making presentations on a wide range of topics from historical to psychological.

- "1997 Jefferson Awards"

SYN/PA

09/07/97 @ 10:30 a.m. 30:00

This program highlights the outstanding accomplishments of five Jefferson Award recipients - people who volunteer in their communities to make a positive difference.

### 10) Lack of Respect for Others/Moral Values

- Hot Topics

LOC/PA

07/16/97 @ 12 noon 3:00

Guest: John Freeman of Flint's Vietnam Vets Association

Topic: The Flint area Vietnam Vets are planning community observance to show respect and thanks for their comrades as well as honor the memory of Flint area men who died in conflict.

- Weekend Wakeup

LOC/PA

07/27/97 @ 8 a.m. 3:00

Guest: Scott Seeburger

Topic: Saginaw is planning a week of events called "Saginaw Celebrates the Family." These events are being held and promoted to call attention to the importance of strong values and the family unit.

- NEWS

LOC/NEWS

JUL10 NOON 21 TV RATINGS \* VO 0:21

SEP14 AMWND 14 CHRISTIAN COALITION \* CW VO 0:00 0:17