

Quarterly Issues & Programs Report

April 1, through June 30, 2002

**Jenelle Gilbert
Ryan Renz**

Section One: Problems & Needs

Overview: Based on WNEM-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. Safety Issues (Personal/Civic/National)
2. Education (lack of funding)
3. Unemployment
4. Domestic Violence
5. Health Concerns
6. Crime
7. Substance Abuse
8. Children's Health Concerns
9. Concerns of the Handicapped
10. Lack of spiritual/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 July 10, 2002. The report covers the period from April 1, 2002- June 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

April 1, through June 30, 2002

ISSUE/TITLE/SOURCE PROGRAM/TYPE DATE/DURATION

1) Safety Concerns

* 5:30 PM News LOC/NEWS 04/30/02 :21
"Dioxins" – This story provides information on a hearing at Swan Valley High School on May 13th from 7-9PM for the public to comment on the state's plans to clean up dioxin contamination in the Tittabawassee River.

*Noon News LOC/NEWS 04/03/02 :60
"Airport Security" – Authorities detained a man at Flint's Bishop Airport after he had harassed flight attendants in route. There is a heightened awareness for suspicious behavior at all airports since 9-11.

*6PM News LOC/NEWS 06/01/02 :45
"Kidnapping at local mall" – A woman was abducted in broad daylight from a Burton shopping mall and subsequently raped and beaten.

Buckle Your Baby LOC/PSA :60
These PSA's promote WNEM TV-5's campaign to have all children properly seated in child restraint seats in all vehicles. Through these spots, WNEM TV-5 promotes our regular car seat safety checks.

2) Education

- * News
LOC/NEWS 04/25/02 :17
"State funding for education" – Governor Engler signed a school aid budget increasing state funding for schools next year.
- * Wakeup News
LOC/NEWS 05/30/02 :25
"MEAP tests" – The state released results from Michigan MEAP tests. Student's social studies skills have improved, but scores have fallen in reading and writing among 4th, 5th, and 7th graders.
- *6PM News
LOC/NEWS 06/11/02 :20
"Bangor Township Bond issue" – School improvement bond proposal in Bangor Township has failed 3 times. Needed improvements include fixing the school's roofing system.
- Class of 2002
LOC/PSA :60
A WNEM TV-5 and Delta College PSA campaign promoting the importance of education by saluting this year's local area valedictorians and salutatorians.

3) Unemployment

- * Wakeup News
LOC/NEWS 04/30/02 :23
"Engler Bill" – Governor Engler signed a bill today to increase unemployment benefits for some jobless mid-Michigan workers. Benefits increase from \$300 to \$362 per week. This is the first increase since 1995.
- * Wakeup News
LOC/NEWS 05/29/02 :20
"Flint Outsourcing Jobs" – The Flint City council must decide if city workers or a private contractor will pick up the city's garbage in the future. Flint City budgeted 4.1 million for trash pick up, but the union says they can match that number.
- * Wakeup News
LOC/NEWS 06/27/02 :20
"Summer jobs" – More than 351,000 Michigan teens are expected to get a job this summer. That is up more than 4,000 from last year.

5) Health concerns

*Noon News
LOC/NEWS 04/24/02 1 minute :30
"Couch Potatoes" – 70% of adults don't exercise on a regular basis. 40% aren't active at all. This study shows no improvements, even though warnings that a couch potato lifestyle may lead to heart disease and diabetes.

*11PM News
LOC/NEWS 05/29/02 1 minute :40
"Bridgeport Special Olympics" – Special Olympics athletes and volunteers took to the field at Bridgeport High School this morning. Athletes from age 8 to adult took part in the events preparing for the state games in Mt. Pleasant the end of next week.

*Noon News
LOC/NEWS 06/27/02 1 minute :40
"West Nile Virus" – A dead crow found in Genesee County has tested positive for the West Nile virus. This virus can be passed along to humans through mosquitoes. In the worst cases, the disease causes encephalitis, meningitis and even death. Don't panic, but minimize exposure to mosquitoes by wearing long pants and sleeves. So far this season, the state has tested eight dead birds from Genesee County – only one found in Vienna Township tested positive.

6) Crime

*Wakeup News
LOC/NEWS 04/08/02 2 minutes :19
"Drug Addiction Prison Rehab" – Women who have done drugs and done crime are trying to turn their lives around by participating in a special rehab program while in prison.

*5PM News
LOC/NEWS 05/29/02 :18
"Bay City Crack Arrest" – An 18-year-old Bridgeport teen has been arrested in Bay City after trying to sell undercover officers about \$600 worth of crack cocaine.

*Weekend Wakeup News
LOC/NEWS 06/16/02 :23
"Bearinger Building Rape Follow-up" – A Saginaw man may face life in prison after allegedly raping two women. The assaults occurred last October.

Exhibit A
WNEM5 Educational and Informational PSA's Ran During April 1 - June 30, 2002

Name	Source	Local State/National	Subject Area	PSA Time (seconds)	Number Ran	Total PSA Time (minutes)
Tie	Ad Council	National	Importance of education	:60	142	142
Domestic Violence	Flint YWCA	Local	Domestic violence	:10 :15 :30	60 47 18	10 11 9
Troubled kids	Whaley Children's Center	Local	Help for emotionally troubled Children	:30	175	87
Dinomania	Cultural Center	Local	Children's learning exhibits	:30 :10	50 8	25 1
Bob Costa	Parents as Teachers	National	Parents – role models	:30	46	23
Hate crime	Ad Council	National	Stop hate crimes	:30	31	15
Class of 2002	WNEM-TV/Delta College	Local	Importance of education	:60	79	79
Wiggins Kids	Ad Council	National	Drunk driving	:30	31	15
Image/Donut	Buckle your baby	Local	Child safety belts	:60 :15	191	191

Exhibit B
Non-broadcast Efforts Between April 1 – June 30, 2002

1. **JUST SAY NO TO DRUGS** – WNEM-TV sponsored event took place in both Saginaw and Bay City, Michigan on May 18, 2002.
2. **BEST OF THE CLASS** – WNEM-TV and Delta College sponsored picnic for the valedictorians and salutatorians and their parents of all local high schools took place on May 19, 2002.

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 April through June 30, 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

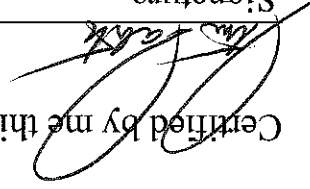
the commercial time limits were exceeded for the programs listed in Exhibit 1 during the period listed above.

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 July, 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: 04/01/02-06/30/02

Blues Clues 7:00-7:30AM on 04/07/02, 04/14/02, 04/21/02, 04/28/02, 05/05/02, 05/12/02, 05/19/02, 05/26/02, 06/02/02, 06/09/02, 06/16/02, 06/23/02, 06/30/02 (also aired on 05/04/02 7-7:30AM and 05/04/02 7:30-8AM)

Little Bill 7:30-8:00AM on 04/07/02, 04/14/02, 04/21/02, 04/28/02, 05/05/02, 05/12/02, 05/19/02, 05/26/02, 06/02/02, 06/09/02, 06/16/02, 06/23/02, 06/30/02

Bob, the Builder 7:00-7:30AM on 04/06/02, 04/13/02, 04/20/02, 04/27/02, 05/11/02, 05/18/02, 05/25/02, 06/01/02, 06/08/02, 06/15/02, 06/22/02, 06/29/02

Dora, the Explorer 7:30-8:00AM on 04/06/02, 04/13/02, 04/20/02, 04/27/02, 05/11/02, 05/18/02, 05/25/02, 06/01/02, 06/08/02, 06/15/02, 06/22/02, 06/29/02

Franklin 11:00-11:30AM on 04/06/02, 04/13/02, 04/20/02, 04/27/02, 05/04/02, 05/11/02, 05/18/02, 05/25/02, 06/01/02, 06/08/02, 06/15/02, 06/22/02, 06/29/02

Certifying person's initials

COMMERCIAL LIMIT CERTIFICATION

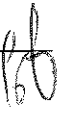
Exhibit No. 2

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

Station: WNEM-TV

Certification Period Dates: April 1 – June 30, 2002

- NONE -

Certifying person's initials 



RECEIVED JUL - 5 2002

CBS TELEVISION
51 WEST 52 STREET
NEW YORK, NEW YORK 10019-6188
(212) 975-4321

Re: CHILDREN'S TELEVISION COMMERCIAL LIMITS REPORT

Dear General Manager:
July 1, 2002

Attached is the CBS Television Network Certification of Compliance with the Children's Television Commercial Limits for the Second 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.

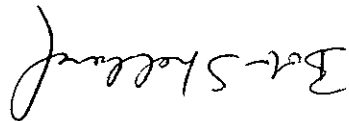
With regard to non-regularly scheduled children's programs, the attached document certifies that such programs distributed by the CBS Television Network were formatted to comply with the commercial limits. You should augment this network certificate with additional documentation certifying that in broadcasting 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 Second Quarter, 2002 Children's Television Programming Report on FCC Form 398 was mailed to you on June 14, 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
April 1, 2002 - June 30, 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:

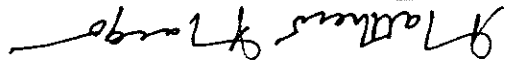
BOB THE BUILDER
DORA THE EXPLORER
BLUE'S CLUES
LITTLE BILL
FRANKLIN
~~OSWALD~~

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 April 1, 2002 through June 30, 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.



Matthew Margo
Vice President, Program Practices

Date: July 1, 2002