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## **Quarterly Issues & Programs Report**

**June 30 - September 30, 2001**

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# Section One: Problems & Needs

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**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. Environment/Pollution
  2. Educational Issues
  3. Unemployment
  4. Gas Prices/Road Conditions
  5. Negative Outlooks
  6. Crime
  7. Substance Abuse
  8. Health Concerns
  9. Agricultural Concerns
  10. Traffic Safety/Drunk Driving
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## **Section Two: Issues & Programs Report**

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**Overview:** The following is the quarterly "Issues & Programs" report placed in the public file of WNEM-5 on October 8, 2001. The report covers the period from July 1, 2001- September 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.

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## Saginaw, Michigan

July 1 through September 30, 2001

ISSUE/TITLE                      PROGRAM/TYPE                      DATE/TIME/DURATION

### 1) Environment/Pollution

- \*Take 5                                      LOC/NEWS                                      8/31/01 :24  
A bad water advisory has been issued for some public beaches in Genesee County by Health Dept. officials due to elevated levels of e-coli bacteria. There is some concern that this may become an ongoing problem.
- \*11 p.m. News                                      LOC/NEWS                                      7/18/01 :25  
A new study is raising environmental concerns about non-stick cookware. Canadian researchers have found evidence that a potentially toxic chemical is released when this cookware is heated.
- \*11 p.m. News                                      LOC/NEWS                                      8/5/01 :27  
Over 350 acres have been burning in Ogemaw County wildfires. This piece discussed the impact of these fires on the environment and local residents.
- \*WakeUp    LOC/NEWS                                      8/10 :23  
The Genesee County water ban has been lifted. This is good news for area residents who have not been able to water lawns and use water for other outdoor purposes.

## 2) Education

\*Take 5

LOC/NEWS

8/27/01 1:21

The Saginaw School Superintendent, along with various other community and educational leaders hopped on school busses this morning to demonstrate their support and encouragement for the thousands of children in the district who start school this week.

\*Take 5

LOC/NEWS

8/29/01 :24

Michigan SAT scores for high school students are, on the average, steadily going up. Average math scores for Michigan students were 570, as compared to national scores of only 514.

\*Take 5

LOC/NEWS

8/20/01 1:42.

An important ballot item comes up for a vote in the Carman-Ainsworth school district this week. Renovations are badly needed in several district buildings, and officials say the vote is critical to providing quality education to students.

\*United Negro College Fund

NAT/PSA

1 :60 ran @ 150X

"Tie" is a spot promoting the work of this group which provides scholarships for African American Students.

### 3) Unemployment

- \* 6 p.m. News  
LOC/NEWS 8/29/01 :44  
Vanguard Corporation in Owosso recently announced a limited number of lay-offs. There was some good news in the announcement, as the number was less than originally anticipated. Vanguard makes plastic components for automobile manufacturers.
- \*Noon News  
LOC/NEWS 7/17/01 :23  
General Motors has announced a third quarter decline in profits, leading to increased speculation about new lay-offs. The announcement came shortly after corporate restructuring measures were introduced.
- \*11 p.m. News  
LOC/NEWS 7/27/01 1:26  
This story painted a positive picture about the retail business in Genesee County. This information is good news for the local economy, especially at a time when some retailers on the national level are cutting back and laying off employees.
- \*Take 5  
LOC/NEWS 7/31/01 1:11  
Dow Chemical has announced the elimination of over 400 jobs within the state. This is just one more symptom of the sluggish economy, and is bad news for mid-Michigan, coming from one of the regions biggest employers.

#### 4.) Gas Prices/Road Conditions

\*11 p.m. News

LOC/NEWS

8/21/01 :20

Some area gas stations have temporarily lowered prices so consumers will have a break before the usual price increase seen over the Labor Day Weekend. That weekend is traditionally the last big travel weekend of the summer, and Michigan tourism officials are hoping for a large amount of travelers in the state over the three day holiday period.

\*Noon News

LOC/NEWS

5/27/01 :25

A report on the status of road construction as the Labor Day holiday approaches. Tourism officials have hoped for a reduction of work and construction zone slow-ups during the three day holiday period.

\*State Office Of Highway Safety

STATE/PSA

1 :30 ran @37X

This public service spot promotes safe travel and having motorists be aware of the highway conditions as they travel throughout the state. Everything from potholes to slippery pavement can contribute to traffic accidents.

\*Talk Spot

LOC/NEWS

:45 seg. Ran 4X in News

"Tell us how you feel about road construction" was the topic for discussion in this Talk Spot segment. Sound bites were drawn from visitors to Flint's Genesee Valley Centre and Saginaw's Fashion Square Cinemas.

#### 5) Negative Outlooks/More Positive News

\*America's Promise  
"Pull Your Weight" features Secretary of State Colin Powell encouraging Americans to work together to help provide mentoring and other benefits to the less fortunate. By doing so, "America's Promise" is available to everyone in this country.

LOC/PSA 1 :30 spot ran @

\*60 Minutes  
"The Orchestra" featured a report on the Venezuelan National System of youth orchestras and choirs. This is a private program designed to give free instruments and music lessons to the poor children of that country.

NAT/NEWS 7/1/01 @ 8 min.

\*Scope  
This program is produced in the studios of WNEM-5 for the Catholic Diocese of Saginaw. The program is hosted by Father David Parsch, and offers inspirational and positive messages on a variety of topics.

LOC/PSA

30 min. show aired 11 times  
Sundays 5-5:30 a.m.

\*Talk Spot  
"What's The Best Thing About The Buick Open?" Answers to this question were recorded by visitors to the golf event in Grand Blanc.

LOC/NEWS

:45 seg. ran 4X in News

## 6) Crime

\*6 p.m. News  
This is the story of two Saginaw women who have decided to help in the fight against crime near their homes. The two have formed a "crime-watch" unit, patrolling their neighborhood together.

LOC/NEWS 7/31/01 1:11



*11 p.m. News	LOC/NEWS	7/28/01 :20
The investigation into a rash of purse thefts in Saginaw Township have lead police to search for a Saginaw woman. The thefts occurred at local grocery stores and smaller food markets.		
*11 p.m. News	LOC/NEWS	7/24/01 :24
Some local women made numerous attempts to purchase automobiles illegally from area dealerships. The women reportedly tried to make the purchases with forged checks.		
*CRIMESTOPPERS	LOC/PSA	12 :60's ran @180X
These spots run in continuous rotation and feature law enforcement personnel discussing a "Crime Of The Week" and encouraging viewers to phone in tips on these unsolved cases. These spots depict crimes taking place throughout the mid-Michigan area.		

**7) Substance Abuse**

*6 p.m. News	LOC/NEWS	8/29/01 :21
A newly released study on teenage alcohol consumption shows binge drinking is on the increase. This problem alarms both parents and educators who fear that easy access to alcohol is a major problem needing to be addressed.		
*11 p.m. News	LOC?NEWS	8/27/01 :39
Drinking on Michigan college campuses is the focus of this report...since it's back- to- school time, concern over this problem has cropped up again. Increased training options for dorm counselors are being		

offered on several state college campuses.

\*DARE  
LOC/PSA  
1 :30 ran @40X  
"Music Lessons" – this spot compared the need to practice learning a musical instrument with the practice needed to remain strong in saying no to peer pressure to take drugs and alcohol. This spot featured a Flint Twp. DARE police officer.

\*48 Hours  
NAT/NEWS  
7/26/01  
"Ecstasy" -this segment featured a report on the popular street drug, which has become the drug of choice for teens, yuppies and even terminally ill persons. There are actually organizations in existence to check the drug for contaminants.

## 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.

\*Take 5  
LOC/NEWS  
8/14/01 1:04

Local update on the West Nile Virus. Concern over this deadly disease has state and local health department officials increasing mosquito surveillance. Currently, no reports of Michigan residents contracting the disease have been filed.

\*6 p.m. News  
LOC/NEWS 7/31/01 1:20  
This story looked at the controversy surrounding human cloning. How far science and medicine should go is the big question. Different viewpoints were raised and explored.

\*60 Minutes  
NAT/NEWS 7/1/01 @8 min.  
"Why So Expensive" - this report looked at the problems resulting from the rising cost of prescription drugs in the U.S., focusing on the plight of senior citizens, many of whom have no health insurance to offset the cost of medications they need to keep them alive.

## 9) Agricultural Issues

\*11 p.m. News  
LOC/NEWS 8/6/01 1:41  
This story looked at the effect of this summer's record heat and lack of rain on some farms in Bay County.

\*FARM AND GARDEN  
LOC/NEWS 30 MIN SHOW  
Aired 11 Sundays at 60 a.m.  
This program features hosts from the local Farm Bureau, and highlights many agricultural issues from planting concerns and pest control to recipes featuring home-grown food products.

\*Ag Day  
NAT/PGM. 30 MIN SHOW  
Airs Mon-Fri 5 a.m.  
This nationally produced program offers latest farm/agricultural news.

\*Michigan Rehabilitation Services STATE/PSA 1 :30 sec spot ran @  
"Handicapped Farmer" is the title of this spot, which highlights the problems of Michigan farmers with  
special needs. It was produced in WNEM-5 studios as a public service.

### 10) Traffic Safety/Drunk Driving

\*6 p.m. News LOC/NEWS 8/21/01 :27  
This story looked at the status of court proceedings against Bridgestone/Firestone in accident-related injuries  
and deaths believed to be caused by faulty tires.

\*48 Hours NAT/NEWS 7/19/01 @8 min.  
"RAGE" explored the rise of anger in America, which is displayed more and more frequently on the nation's  
highways.

\*WNEM-5 Talk Spot LOC/PSA 1 :15 sec spot ran @60X  
This segment features a gentleman wearing a "halo" brace as the result of a drunk driving accident. He recorded  
himself on WNEM-5's Talk Spot interactive kiosk, warning about the dangers of drinking and driving.