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## **Quarterly Issues & Programs Report**

**January 1 - March 31, 2001**

**Deb Kiertzner  
Ryan Renz**

# Section One: Problems & Needs

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**Overview:** Based on WNEEM-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



**Community Relations Department Memo**

**To:** Jennifer Hogan, Ken Santa, Don Chido, Renee Urtaub, Marlon Kibbe, Ryan Renz, Curt Harding, Jenelle Gilbert, Lisa Farrell, Kim Rosansky, Tonya Mosley

**From:** Deb Kierzner

**Date:** April 1, 2001

**Subject:** Problems & Needs

Based on WNEM-5's ascertainties of community residents, the following are the ten highest ranking problems and needs of communities in the WNEM-5 coverage area.

General Issues

- 1) Education
  - 2) Environmental Issues
  - 3) Economic Development (community)
  - 4) Substance Abuse
  - 5) Family Concerns
  - 6) Jobs/Unemployment
  - 7) Crime/Violence
  - 8) Health Concerns
  - 9) Concerns of Disabled/Elderly
  - 10) Safety Issues
- 1) Activities for Children (boredom)
  - 2) Substance Abuse
  - 3) Family Concern (parenting)
  - 4) Teen Pregnancy (early sex)
  - 5) Educational Needs
  - 6) Gangs/Teen Violence
  - 7) Peer Pressure
  - 8) Divorce
  - 9) Rewarding "Positive Kids"
  - 10) Lack of Role Models

Children's Issues

CC: Kirk Black, Cindy MacLachlan, Julie Zoumbaris, Greg Surma

## **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 April 1, 2001. The report covers the period from January 1, 2001 - March 31, 2001. The report is based on ten significant problems and needs determined by WNEM-5's continuous community ascertainments. (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

## January 1 through March 31, 2001

**ISSUE/TITLE** \_\_\_\_\_ **PROGRAM/TYPE** \_\_\_\_\_ **DATE/TIME/DURATION**

### 1) Education

\*WakeUp  
LOC/NEWS  
2/16/01 :41

The Flint School district is facing severe budget cuts and is facing the potential lay-offs of over 40 teachers. This story explored the impact these cuts would have on the schools, students and community.

\*11 p.m. News  
LOC/NEWS  
2/15/01 :58

The Buena Vista School district is dealing with a loss of confidence in its school board, and in particular the board president. The President was recalled by only ten votes in a special election held today.

\*6 p.m. News  
LOC/NEWS  
2/14/01 1:48

This story explored the problems facing an autistic student and the efforts of his parents to keep him in the classroom he's become accustomed to.

\*60 Minutes  
NAT/NEWS  
2/4/01

A report on the Thomas J. Pappas School in Phoenix, Arizona, the largest school for the homeless Children in the U.S. these children are not able to enroll in public schools because they have no fixed addresses.

\*Public Service Announcement

STATE/PSA

1/1/-3/14/01

1 :15 ran @250X

This psa from the Michigan Education Trust is titled "College Tuition" and focuses on how Michigan residents can finance college tuition for their children through programs offered by the State.

## 2) Environmental Issues

\* 6 p.m. News

LOC/NEWS

2/11/01 1:33

This story looked at the controversy raging over plans by Flint Mayor Woodrow Stanley to cut down trees in various city parks. The mayor hopes to generate revenue by selling the trees.

\* 11 p.m. News

LOC/NEWS

2/14/01 :18

Genesee County is searching for federal funds to help recover from severe flooding. Local residents as well as health officials and environmentalists have concerns about the problems resulting from this flooding.

\* Wake Up

LOC/NEWS

1/31/01 1:51

Over two million gallons of raw sewage have leaked into the Flint river, causing concerns about health and environmental issues.

\*Public Service Announcement

NAT/PSA

12/14-3/31/01

:60 X

Alliance to Save Energy: "Static House" concerning the importance of saving energy in the home.

### 3) Economic Development

\* WakeUp

LOC/NEWS

1/10/01 1:29 total

The City of Flint is hoping prosperity brought by new businesses will help pay for at least a portion of the city's six million dollar debt. This story depicted the city's optimism but also indicated some questions as to how this will be achieved.

\* 6 p.m. News

LOC/NEWS

2/10/01 :27

Saginaw City Commissioners are expected to ask voters to approve a property tax increase, which will be required before a new firm takes over management of the Civic Center.

\*Take 5

LOC/NEWS

2/12/01 1:46

Abandoned buildings in Saginaw have become a real community eyesore, and hotspots for criminal behavior. Concerned residents and city officials are looking for solutions to this problem.

Public Service Announcement

LOC/PSA

8/2-TFN 2X15 3X5

Tri Cities United Way...these public service spots highlight the various programs and services of the United Way and how they can bring economic assistance to community residents.

### 4.) Substance Abuse

\*WakeUp LOC/NEWS 2/9/01 1:32

Budget cuts in Bay City could lead to treatment services for substance abuse patients being severely cut. This story looked at the probable impact on treatment recipients.

\*11 p.m. News LOC/NEWS 2/9/01 1:32

Several students at a Midland Charter School have been caught drinking alcohol in the school, and this story looked at the controversial punishment handed down. Some parents believe the students were treated to leniently.

\*48 Hours NAT/NEWS 11/30/00

"Ecstasy" -- this piece focused on the popular drug which can be a "gateway" drug to harder, more dangerous drugs such as cocaine, crack, and heroin. This report featured interviews with teens, parents, older users, and counselors.

\*Public Service Announcement LOC/PSA 12/21/00-12/31/00

"Party For Life" is a non-alcoholic New Years Eve event sponsored by Faith Tabernacle, a local church. This spot encouraged local teens to celebrate the New Year at this event.

## 5) Family Concerns

\*Take 5 LOC/NEWS 1/25/0 1:52

The epidemic of teen suicide keeps growing and there are many teenagers and family members seeking



solutions to help those contemplating the drastic action of ending their lives.

\*11 p.m. News

LOC/NEWS

1//31/01 1:51

Families with disabled children have received help from the Shriners for more than 50 years. This group offers their services to families in the mid-Michigan area.

\*11 p.m. News

LOC/NEWS

1/30/01 2:14

1 :30 ran @ 65X

The family of Tamarla Owens may be together in 3 months, if she can do as a judge has ordered and pull her life back together. Tamarla's children were taken from her after her son shot and killed a fellow student at Buell Elementary School.

\*Public Service Announcement

LOC/PSA

3/10-4/4/01

1 :15 ran @ 60X

Hospital Hospitality House offers a place for families to be together when loved ones are facing long hospital stays. According to families and physicians, this opportunity can help patients in the recovery process.

## 6) Jobs/Unemployment

\*11 p.m. News

LOC/NEWS

1/25/01 :37

Thousands of American Auto Workers will be placed on temporary lay-off next week while Ford and General Motors attempt to sell off their large inventories.

\*WakeUp

LOC/NEWS

1/22/01 :16

Over 1,000 workers will be off work as of Monday, in Delphi Automotive's largest temporary lay-off since Christmas. This story looked at the immediate effect of this lay-off both on workers and the local economy

\*11 p.m. News

LOC/NEWS

1/30/01 1:16

Long expected staffing cuts at Bay Medical Center are now becoming a reality. This story looked at the specifics of those cuts and how they will impact on Bay Med's services to patients.

\*Public Service Announcement

STATE/PSA

3/18 - 4/30

1 :10 ran @ 5X

M.D.C.D. "Careers" -- opportunities for students and businesses to work together to meet the needs of a more reliable work force and help plan career strategies.

## 7) Crime/Violence

\*6 p.m. News

LOC/NEWS

1/27/01 1:32

Police in Flint are searching for the person or persons responsible for a pair of murders and injuries to two other persons.

\*11 p.m. News

LOC/NEWS

1/26/01 :23

The conviction of a Flint man sent to jail for the 1997 sensational "Bonner Park" rape and murder incident has been upheld. The original trial was a controversial, sometimes racially charged event.

\*11 p.m. News

LOC/NEWS

1/23/01 :21

A Lapeer County Marine recruiter faces charges he attacked at least six women. This story included a Request that any one with additional information contact the Lapeer State Police.

\*Public Service Announcements

LOC/PSA

1/1 - 3/31/01.

12 :60's ran @ 180X

CRIMESTOPPERS spots targeted crimes in communities throughout mid-Michigan.

## 8) Health Concerns

\*Take 5

LOC/NEWS

1/15/01 1:47

This story looked at the efforts of some people to stick to a regular exercise regime, and how the benefits of such a routine can be significant.

\*Take 5

LOC/NEWS

1/16/01 1:30

Alternative medical treatments, from herbs to acupuncture are becoming more and more acceptable to traditional health care provider organizations. This is good news to patients suffering from a variety of illnesses which can defy more traditional treatment and medicines.

\*Take 5

LOC/NEWS

1/12/01 :20

"Desk Rage" is one of the latest personal medical conditions to be identified, stemming from extreme stress in the workplace, which can include verbal abuse from co-workers.

Public Service Announcement

LOC/PSA

2/25-3/14

:15 ran @ 99X

MDA Shamrocks --- encouraged the public to support research efforts of the Muscular Dystrophy Association by purchasing their green and gold shamrocks, available at many local establishments.

Public Service Announcement

STATE/PSA

1/1/01-TFN

:30 ran @57X

March of Dimes, Folic Acid - This spot educates about the risk factor involving folic acid and birth defects.

## 9)Concerns of the Disabled and Elderly

\*11 p.m. News

LOC/NEWS

1/25/01 :30

Some mid-Michigan students with visual impairments now have some new options to help them learn through the use of braille books, which have been awarded in the area.

\*11 p.m. News

LOC/NEWS

2/21/01 :17

A major ruling by the U.S. Supreme Court strips away some of the power of the ADA (Americans With Disabilities Act), and it is unknown how these changes will affect disabled Americans on a daily basis.

\*Noon News

LOC/NEWS

2/18/01 1:21

It is estimated that over sixty million disabled persons worldwide are physically and financially able to

Travel, but face various difficulties in doing so because of their disabilities.

\*6 p.m. News

LOC/NEWS

2/24/01 1:18

This story looked at a controversial proposal to place surveillance cameras in patients rooms within nursing homes. It is felt that these cameras may record and help alleviate instances of elder abuse.

\*Public Service Announcement

LOC/PSA

2/13-2/24/01

1 :30 ran @ 30X

Easter Seals Walkathon encouraged the public to take part in an annual event to raise funding and awareness for the services provided to the disabled through Easter Seals.

## 10) Safety Concerns

6 p.m. News

LOC/NEWS

1/31/0 :30

This story focused on the latest legal attempts to recall Bridgestone Tires, following the controversial stories about highway accidents caused by faulty tires.

\*11 p.m. News

LOC/NEWS

1/27/01 :52

A warning to sports fans who tend to get overly involved when their favorite team plays. It can be dangerous to get too excited and involved in sports events. This could lead to serious affects such as heart problems and high blood pressure.

\*Take 5

LOC/NEWS

1/23/01 1:48

This report looked at the potential safety hazards imposed by snow and ice remaining on Saginaw area sidewalks. Local residents expressed concern over this problem.

Public Service Announcement

NAT/PSA

1/01/01-

3/31/01

4:30s ran @55X

Ad Council-Operation Graduation. These spots promote safe behavior during prom and graduation season... encouraging parents and teens to take a safe, sensible approach to drinking and drug usage during this time of year.