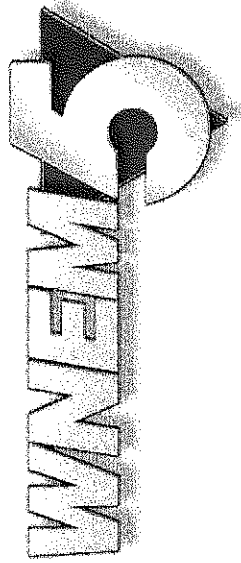


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# Quarterly Issues & Programs Report

July 1, 1998 - September 30, 1998

Deb Kiertzner  
Marcella Plyler  
Ryan Renz



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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. Education
2. Crime/Violence
3. Racism
4. Substance Abuse
5. Economic Development
6. Family Concerns (Parenting/Morals)
7. Communities Working Together
8. Safety in Schools
9. Health Concerns
10. Transportation/Road Safety

## **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 10, 1998. The report covers the period from July 1, 1998 to September 30, 1998. The report is based on ten significant problems and needs determined by WNEM 5's continuous community ascertainment. Below 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, 1998 - September 30, 1998

ISSUE/TITLE	PROGRAM/TYPE	DATE/TIME/DURATION
<b>1) Education</b>		
• Hot Topics	LOC/PA	07/01/98 @ 12 noon 3:00.
Guest: Rico Phillips, vice-president of the Flint Fire Fighters Union Topic: Rico discussed the upcoming fireworks festival and the new venue, the <u>Danger Zone</u> . This venue educates people on public safety with demonstrations such as a fire house and a fire extinguisher demonstration.		
• Hot Topics	LOC/PA	09/02/98 @ 12 noon 3:00
Guest: Cynthia D'Amour Topic: Cynthia has refined the skill of "networking" to an art form and she travels around the country educating others about the importance of it. Networking is about building mutually beneficial relationships with other people, and it's a way to add richness to both personal and professional lives.		
• PSA	LOC/PSA	07/01/98 - 09/15/98 Three :30 spots ran 155 times
Head Start - "Child Recruitment" "Volunteer Recruitment" "Child Recruitment/Spain."		

These spots tell people of this governmental program to help young children get a head start on education and other areas.

• News

MCU	SAM	08	SCHOOLS OF CHOICE	DC	INTRO	0:00	0:17
FRZ	KATIE	07	SUBSTITUTE TEACHERS	PN	VOB/VO	0:11	0:29
MCU	LES	07	MICHIGAN STUDENTS/SAT SCORE	LG	INTRO	0:00	0:16
MCU	BRIAN	18	SUMMER SCIENCE CAMP		GFX	0:00	0:38
FRZ	LES	09	BIRCH RUN SCHOOL VOTE		VO	0:00	0:27

2) Crime/Violence

• "48 Hours" CBS/PA 07/27/98 @ 10 p.m. 15:00

Topic: A report on accusations of sexual abuse from former students by a physical education teacher.

• "60 Minutes" CBS/PA 08/10/98 @ 7 p.m. 15:00

Topic: "A Killer Walks Free" - a report on the controversy over the parole of a vicious killer, the parole system, and rehabilitation of prisoners.

• PSA LOC/PSA 08/10/98 - 9/31/98  
One :10 spot ran 86 times

Boysville of Michigan - "Foster Care Parents" - This spot is trying to recruit foster care parents to help keep kids away from a life of crime and violence.

• PSA LOC/PSA 07/04/98 - 09/30/98  
Three spots ran 271 times

City Rescue Mission - These spots are to help people in need with a place to stay so they don't need to resort to crime to survive.

• PSA

LOC/PSA

07/01/98 - 09/30/98

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.

• News

LOC/NEWS

VWAL	KATIE	06	GRANDSON ROBBERY	LF	VO	0:20
FRZ	TERRY	A09	UNDERGROUND RAILROAD	CD	VO GEN17	0:13
MCU	LES	07	ARENAC COUNTY/MURDER PLOT	PN	MAP	0:20
VWALL	AMY	01	SAG. CO. STAB/SHOOTING	AM	INTRO	0:13
MCU	AMY	05.5	MIDLAND BABY ABUSE	PN	VOE/VO	0:20
MCU	BRIAN	11	DOMESTIC VIOLENCE TRAINING	BW	VO	0:23
MCU	TERRY	B08	BURTON MAN KILLED	MK	RDR	0:21

### 3) Racism

• Weekend Wakeup

LOC/PA

08/22/98 @ 8 a.m. 3:00

Guest: Reverend Oliverez, President, Teen Challenge Board of Directors  
Topic: Mid-Michigan's Teen Challenge offers important support services to youngsters of different races faced with serious drug, crime, racism, or gang related problems. Teen Challenge takes in these troubled kids and offers them a chance to turn in other directions to become contributing members of their communities.

• PSA

LOC/PSA

07/01/98 - 09/30/98

One :03 spot ran 80 times

Bridge Center - This spot encourages building a bridge between races to live in peace with one another.

- News

LOC/NEWS

MCU KATIE 11 WESTERN RACISM ME022 1PM CB CH INTRO 0:00 0:07-----

#### 4) Substance Abuse

- Weekend Wakeup LOC/PA 09/19/98 @ 8 a.m. 3:00

Guest: Bob Whelton, Director of the Saginaw Rescue Mission, and "Russ", a resident of the Mission.

Topic: The Rescue Mission has been a beacon of hope for people who are homeless and/or trying to stay away from the temptations of substance abuse. It's work is dedicated to meeting both the physical and emotional needs of those knocking on its door. Bob and "Russ" discussed the Mission.

- PSA LOC/PSA 09/10/98 - 09/30/98  
Two spots ran 48 times

Connexion - "Anti-smoking" - These spots warn people of the dangers of smoking.

- PSA LOC/PSA 07/01/98 - 09/30/98  
One :30 spot ran 17 times

State of MI - "Room of Smoke" - This spot relays the message of not smoking while pregnant.

- PSA LOC/PSA 07/01/98 - 08/31/98  
Four :30 spots ran 89 times

MAB/Drug Free Michigan - "Chuck D"  
"Frying Pan"  
"Big Questions"  
"Faces"

These spots relay the dangers of drug abuse.



• News  
LOC/NEWS

MCU	LES	5.2	DRUG PLEAS		0:00	0:32	-----
FRZ	LES	05.5	SAG. TWP. DRUG BUST	HM VO	0:00	0:18	-----
MCU	KATIE	12	TEENS-DRUGS	KO INTRO	0:00	0:10	-----

5) Economic Development

• Hot Topics  
LOC/PA  
08/26/98 @ 12 noon 3:00

Guest: Lee Gonzales, Tournament Director for the 1998 Gus Macker  
Topic: Lee discussed this year's tournament and how successful it is. It is growing every year and bringing more and more people to the area, which is helping the economy.

• Hot Topics  
LOC/PA  
09/23/98 @ 12 noon 3:00

Guest: Michael Kelly, Executive Director of Marketing and P.R. for Mott Community College  
Topic: Mott opened its doors on September 24, 1923, and since that time it has grown every year. Mike discussed Mott's 75 year anniversary celebration as well as what it offers to residents of the area today.

• PSA  
LOC/PSA  
07/01/98 - 08/05/98  
One :15 spot ran 36 times

State of MI/Unemployment Agency - "The New Unemployment Agency" - This spot gives a telephone number for unemployed people to call for employment help.

• News  
LOC/NEWS

2SHOT	SM/KO	02	INTEREST RATES LOWER	AM	VOB/VO	0:10	0:43	-----
MCU	TERRY	A41	NEW CAR PRICE WAR 6PM CNN	CD	INTRO	0:00	0:09	-----
FRZ	KATIE	15	MORTGAGE RATES	LF	GFX	0:00	0:18	-----
MCU	KATIE	17	BUICK CITY JOBS	MS	VOEVO	0:13	0:25	-----
MCU	KATIE	03	WALL STREET WORRIES	JB	INTRO	0:00	0:11	-----

**6) Family Concerns (Parenting/Morals)**

• Hot Topics 07/29/98 @ 12 noon 3:00  
LOC/PA

Guest: Judy Harper of Bay City's STAGES OF DISCOVERY Repertory Theatre  
 Topic: This award winning theatre group offers great family entertainment, which often times there is a lack of. The theatre also is a great showcase for young, talented performers.

• "48 Hours 07/30/98 @ 10 p.m.  
CBS/PA

Topic: "Saving Mom and Dad" - focuses on families having to make painstaking choices about how to care for their elderly parents.

• PSA 09/01/98 - 09/30/98  
LOC/PSA  
One :30 spot ran 52 times

MI Abstinence Partnership - "Sex Can Wait/My Reason" - This spot relays the message to kids that they can abstain from having sex.

• PSA 09/01/98 - 09/30/98  
LOC/PSA  
Three spots ran 69 times

Phone-A-Friend - These WNEM 5 produced spots give a number for latch-key kids or any kids to call if they have a problem.

• News LOC/NEWS

MCU LES 10	DRIBBLE FOR DRUGS/SAG	DM VO/B	0:00	0:45
MCU LES 06	ANTI-GANGS IN SAGINAW	KM INTRO	0:00	0:24
MCU LES 18	SKATEBOARD PARK	KI VO/B	0:00	0:45
MCU DIANN C04	NEIGHBORS AND GANGS	CD INTRO	0:00	0:10
-----	15.1 AIRBAGS/CHILDREN	PKG	0:00	1:56
MCU KATIE 03	KIDS AND GUNS	PN INTRO	0:00	0:16
VWALL AMY 03	TEEN VIOLENCE	MK INTRO	0:00	0:18
MCU SAM 19	BONNER PARK YOUTH DAY	LF VO/BVO	0:09	0:32
FRZ SAM 11	ROL JERSEVIC NET PAGE	PN INTRO	0:13	0:13
MCU TERRY C22	TERRIBLE TWOS	CD INTROPK	0:41	0:13
MCU TERRY A13	FLINT CURFEWS	ML VO/B	0:19	0:29

## 7) Communities Working Together

07/08/98 @ 12 noon 3:00

LOC/PA

• Hot Topics

Guest: Sandi Fader, Project Director of the "Faith in Action" program  
Topic: Sandi discussed the "Faith in Action" program with the Hills and Dales Hospital which provides services to shut-ins, elderly, disabled and/or other folks with various medical conditions. Sandi was asking for volunteers.

08/12/98 @ 12 noon 3:00

LOC/PA

• Hot Topics

Guest: Maureen Elizabeth of Bay City's Created for Caring  
Topic: Maureen discussed "Escape For Eight", the annual fundraising, charity auction held by Created for Caring. This agency offers assistance to those in need, giving help in many areas, from clothing to prescription assistance. Unemployed Bay City residents seeking financial support may also turn to Created for Caring.

08/19/98 @ 12 noon 3:00

LOC/PA

• Hot Topics

Guest: Bob Anderson of the Tri-City Competition Motorcycle Club  
Topic: Bob discussed his motorcycle clubs fund-raiser, the Tri-city Competition Motorcycle Races. Each year when the group holds this race, a portion of the proceeds are earmarked for local charity. This year's beneficiary was the Saginaw Bay Big Brothers/Sisters.

09/05/98 @ 8 a.m. 3:00

LOC/PA

• Weekend Wakeup

Guest: Danny Haag and Robbin Navarro from Carquest in Bay City  
Topic: Danny and Robbin discussed the giant flea market that their business was holding to raise money for the 1999 Special Olympics World Summer Games.

09/16/98 @ 12 noon 3:00

LOC/PA

• Hot Topics

Guest: Joe Doyle, Manager of Colonial Lanes  
Topic: Joe discussed Colonial Lanes' collaboration with Easter Seals for a fundraising bowling tournament. The proceeds of this tournament are used by Easter Seals to help disabled children and adults.

07/01/98 - 09/30/98  
One :60 spot ran 78 times

LOC/PSA

• PSA

Volunteers of America - This spot requests people to volunteer to help those in need in their communities.

LOC/NEWS

• News

MCU	AMY	13	CHILD ABUSE RALLY	MK	VO	0:00	0:25
VWALL	ILENE	55	HABITAT FOR HUMANITY	MK	VO	0:00	0:26
MCU	LES	04	SAG CO CRIME SUMMIT	JB	INTRO	0:00	0:24
VWAL	SAM	31	VOLUNTEER FIREFIGHTERS	FN	INTRO	0:00	0:17
MCU	BRIAN	10	LITTLEST ANGELS	FN	INTRO/OP	0:07	0:13
FRZ	ILENE	56	UAW/FOOD BANK (GEN 163)	RU	VO	0:00	0:28
-----	-----	22.1	CONVOY OF HOPE	FN	PKG TEXT	1:28	0:00

### 8) Safety in Schools

09/09/98 @ 12 noon 3:00

LOC/PA

• Weekend Wakeup

Guest: Linda Schluchter of the Saginaw Township Fire Department  
Topic: Linda discussed the 2nd annual Community Health and Safety Fair Weekend at Fashion Square Mall. This fair is a family event, educating on family health and safety issues.

LOC/NEWS

• News

MCU	DIANN	C11	BULLIES	CD	TAG	0:00	0:07
MCU	ILENE	53	FLINT CRIME PREVENTION	MK	VO	0:00	0:21
WIPE	AMY	22	M-I-T RIOT/CBS 3PM NE061	VO	VO	0:00	0:15

## 9) Health Concerns

08/01/98 @ 8 a.m. 3:00

LOC/PA

• Weekend Wakeup

Guest: Byron and Mickie Wilson, Founders of Our Littlest Angels

Topic: Byron and Mickie founded this charity after losing their daughter. They were very impressed with the Regional Neonatal Intensive Care Unit at Covenant Hospital and decided to start raising money for it in memory of their daughter. They discussed their fundraising bowling tournament.

08/05/98 @ 12 noon 3:00

LOC/PA

• Hot Topics

Guest: Holly Furlo of the American Cancer Society

Topic: One of the biggest events for our local Cancer Society is the annual 24-hour "Relay For Life" walk and run. Holly discussed this event as well as the work done the Cancer Society and where the money goes.

08/08/98 @ 8 a.m. 3:00

LOC/PA

• Weekend Wakeup

Guest: Mary Princing

Topic: Breast cancer is the number two cancer killer of women. The Saginaw General Hospital Foundation's annual Pro-Am Golf Classic benefits the hospital's Breast Diagnostic Center. Mary discussed this event..

09/26/98 @ 8 a.m. 3:00

LOC/PA

• Weekend Wakeup

Guest: Dr. Sukamal Saha, Surgical Oncologist at McLaren Medical Center

Topic: Dr. Saha has developed a ground-breaking treatment for colorectal cancer. He will be going to Europe to share information on this treatment, and he has received world-wide recognition for it. He was here to discuss this treatment.

09/30/98 @ 8 a.m. 3:00

LOC/PA

• Hot Topics

Guest: Dennis McMahan, President, Saginaw's American Heart Association  
Topic: Heart disease is the number one killer of Michigan residents and the American Heart Association has decided to fight back with its annual HeartWalk. Dennis is the chairman of this year's walk and was here to discuss it.

07/31/98 - 09/30/98  
Two :30 spots ran 205 times

LOC/PA

• PSA

General Motors - "Cynthia Cooper"  
"Jamila Wideman"

These spot warned that any type of woman at any age can get breast cancer so women should take precautions.

07/01/98 - 09/30/98  
Three spots ran 119 times

LOC/PA

• PSA

State of MI - These spots are AIDS awareness messages.

LOC/NEWS

• News

2SHOT	KO/SM	21	COLD CURE? NA050 10AM	SM	VOB/VO	0:14	0:26
FRZ	LES	44	NASAL FLU VACCINE	RDR	RDR	0:00	0:28
MCU	AMY	23	CANCER DRUG	MK	VO	0:00	0:16
MCU	AMY	07	SAGINAW HEALTH FAIR	MK	VOBVO	0:17	0:26
FRZ	KATIE	24	BREAST CANCER MW029 2PM	CH	VO	0:00	0:21
MCU	LES	34	ASPIRIN AND CANCER	VO	VO (NOON)	0:00	0:17
FRZ	KATIE	46	OVERWEIGHT KIDS CNN 9AM	CH	VO	0:00	0:23
VOTOP	LES	06	CHILD SLEEP DISORDERS	MK	VO	0:00	0:20
CBOX	ILENE	62	DRINKING AND INFERTILITY	CW	INTRO/PK	1:30	0:09
MCU	AMY	22	SKIN CANCER	MK	INTRO	0:00	0:17
VWALL	SAM	23	MICHIGAN HEALTH	CH	RDR/GFX	0:00	0:16

10) Transportation/Road Safety

• PSA LOC/PSA 07/01/98 - 09/30/98  
 One :30 spot ran 120 times

MI Office of Highway Safety Planning - "The Heat is On" - This spot relayed the importance of wearing seatbelts.

• PSA LOC/PSA 07/01/98 - 09/30/98  
 One : 30 spot ran 79 times

MI State Police - "Bad Dudes" - This spot relayed the message of the danger of racing trains.

• News

LOC/NEWS

MCU	NAME	LN	PROGRAM	STATION	VOB/VO	TIME
MCU	KATIE	16	HIGHWAY IMPROVEMENTS	PN	VOB/VO	0:10
2SHOT	KO/SM	31	BAY CITY RR TRACKS	PN	INTRO	0:17
MCU	LES	07	AIR BAGS	VO	VO	0:00
MCU	TERRY	C08	PEDESTRIAN CROSSING	CD	INTRO	0:00
WIPE	AMY	23	TRAIN ACCIDENT	AM	VO	0:00
MCU	DIANN	13	I-75 GUARDRAIL	AM	VO	0:00
DBOX	KO/PN	11.1	HOLIDAY TRAVEL	SAG	LV 5	0:00
MCU	TERRY	C15	AGGRESSIVE DRIVERS	CD	RDR/GFX	0:00
MCU	LES	12	GAS TAX	KM	VOB/VO	0:00