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# Quarterly Issues & Programs Report

July 1, 1999 – September 30, 1999

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# Section One: Problems & Needs

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**Overview:** Based on WDEM-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. Family Concerns
2. Health Care/Health Insurance
3. Economic Development/Civic Pride
4. Crime/Violence
5. Substance Abuse
6. Concerns of Disabled and Elderly
7. Education
8. Jobs/Unemployment
9. Apathetic/Uninformed Voters
10. Environment

## **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 9, 1999. The report covers the period from July 1, 1999 – September 30, 1999. The report is based on ten significant problems and needs determined by WNEM-5's continuous community ascertainments. Below each problem/need is a brief description of some programs broadcast during the quarter designed to address the problem or need.

# WNEM-TV5 Quarterly Issues/Programs List

## Saginaw, Michigan

July 1, 1999 – September 30, 1999

ISSUE/TITLE	PROGRAM/TYPE	DATE/TIME/DURATION
1) Family Concerns		
• Hot Topics	LOC/PA	07/21/99 @ 12 noon 3:00
Guest: Gary Asel of ABC Productions Topic: One of the most beloved musicals came to Bay City. "Fiddler On the Roof" was presented by ABC Productions, a local community theatre group. Mid-Michigan actors, directors, and crew members brought this musical to life for a great opportunity for family entertainment.		
• "60 Minutes II"	CBS/PA	08/10/99 @ 9 pm 15:00
Topic: "Deep Impact" – an investigation of accidents involving diving boards in backyard swimming pools which resulted in serious injury, including paralysis.		
• "48 Hours"	CBS/PA	08/12/99 @ 10 pm 60:00
Topic: Focused on teachers who use their positions of trust to molest students. Included was an interview with a victim who is leading a campaign to help prevent sexual abuse and to increase awareness of the problem.		
• Hot Topics	LOC/PA	09/01/99 @ 12 noon 3:00
Guest: Jerry Strasz from Saginaw's Castle Museum Topic: Jerry discussed "Red Hot and Blue", an exhibit celebrating American musicals. The exhibit looked at musicals as an American art form, in both live theatre and the movies, and saluted the stars who brought those musicals to life. This was presented as good family entertainment. The lack of family entertainment is a concern for many area families.		

• PSA

LOC/PSA

07/01/99 -- 09/30/99

Three spots ran 174 times

Boystown National Hotline -- "Change" -- these spots give a hotline number for kids to call when they are feeling suicidal or any other pressure or problem.

• News

WIPE TERRY C34	ANOREXIA AND GIRLS (cnn3am/a	CW VO	0:00	0:30-----
FRZ DIANN B08	FAMILY LEAVE ACT	CH GFX	0:00	0:32-----
MCU TERRY C11	WORKING MOTHERS	CW GFX		0:27-----
2SHOT DS/TC A43	CRIB SAFETY SUN 15NA NA024	LG VO/gfx	0:00	0:31-----
MCU KATIE 22	SUICIDE STUDY 11AM 101	KO INTRO	0:00	0:13-----

## 2) Health Care/Health Insurance

• Hot Topics

LOC/PA

08/11/99 @ 12 noon 3:00

Guest: Anne Leidlein, a volunteer with the American Cancer Society

Topic: Anne discussed the American Cancer Society's 'Relay For Life,' a walk and run to raise money for cancer research. Former and current cancer patients, their families, and the public took part in this exciting team relay event. Anne also discussed how important caregivers are in the lives of cancer patients.

• "60 Minutes II"

CBS/PA

08/31/99 @ 9 pm 15:00

Topic: "Going to the Dentist" -- a report on the risks involved when children are put under general anesthesia for routine dental procedures. Deaths have resulted when the surgeon has had inadequate training and no access to emergency life-saving equipment.

● Hot Topics

LOC/PA

09/22/99 @ 12 noon 3:00

Guest: Julie Martine of Saginaw's Visiting Nurses

Topic: With fall and winter just around the corner, the annual flu and pneumonia season is approaching as well. Around the country, the visiting Nurses Association was gearing up for their yearly campaign to fight against the most deadly strains of these viruses. Julie discussed this campaign, as well as provided information on the shots and the viruses they're designed to fight.

● News

2SHOT TC/DS C34	CANCER DRUG	CW	RDR	0:00	0:12-----
WIPE DS/TC C33	FLU DRUG WE3ACNN AX-34	CW	VO-FILE	0:00	0:21-----
2SHOT DS/TC C32	AROMATHERAPY (cbs10p/na101)	CW	OPEN/PKG	1:30	0:16-----
WIPE TERRY C34	ANGER/STROKE MON 4ACBS NA0	CD	VO	0:00	0:19-----
VOTOP TERRY C33	MIGRAINES MON 4ACBS NA012	CD	VO	0:00	0:28-----
WIPE DIANN C35	SECOND HAND SMOKE	CW	VO	0:00	0:21-----
WIPE DIANN C33	GLAUCOMA TU 4ACBS NA010	LG	VO	0:00	0:23-----
MCU DIANN C32	EXERCISE TU6ACNN AX-52	LG	OPEN/VO	0:00	0:27-----

3) Economic Development/Civic Pride

● Hot Topics

LOC/PA

07/07/99 @ 12 noon 3:00

Guest: Chris Rowley of the Flint Institute of Music

Topic: Chris discussed the "Music in the Parks" series. "Music in the Parks" is a concert series featuring many types of music set in Flint area parks. This series is designed to get people to appreciate Flint's diverse cultural heritage.

● Weekend Wakeup

LOC/PA

07/10/99 @ 8 am 3:00

Guest: Wendy Woods, Director of Operations for the Mid-Michigan Bucks

Topic: The Mid-Michigan Bucks, a local minor league soccer team, had a great season this year, making it into the U.S. Open Cup tournament. Wendy discussed this as well as their up-coming game against the Tampa Bay Mutiny, one of the best teams in Major League soccer. This game was expected to bring in many proud Buck's fans to become a part of history.

- PSA

LOC/PSA

09/09/99 – 09/30/99

Three spots ran 87 times

United Way – “Streets”  
 “Hands”  
 “Abuse”

These spots promote the various services of the United Way chapters and encourage people to help their fellow man.

- News

SPOT	TIME	PROGRAM	START	END	TYPE	LENGTH
VWAL	SONJA 14	LIIONS - ECONOMIC IMPACT	DM	INTRO		0:15
FRZ	SONJA 13	UNIVERSITY PARK GROUNDBREAK	LF	VO		0:23
MCU	TERRY C08	WELFARE DEBIT CARDS	CW	RDR	0:00	0:22
MCU	SONJA 09	COUNTY FAIRS DYING?	LL	INTRO		0:27
FRZ	KATIE 15	BAY CITY GRANT	mk	VO	0:00	0:22
MCU	DIANN A41	DOW MERGER		OPEN/VO	0:00	0:15
MCU	TERRY B14	TAX CUTS (cbs1am/na005) (cnn	CW	VOBVO-2t	0:15	0:30
FRZ	TERRY B05	FORD - WIXOM PLANT SHUTDOWN		RDR	0:00	0:15

#### 4) Crime/Violence

- “60 Minutes II”

CBS/PA

07/27/99 @ 9 pm 15:00

Topic: A 36-year-old resident of Arizona’s Death Row was first sent to jail at the age of 11. He is appealing his death sentence, claiming that he had no control over his actions because crime and violence are part of his genetic makeup.

- “60 minutes”

CBS/PA

08/01/99 @ 7 pm 15:00

Topic: “What Assault Weapons Ban?” – Despite the fact that President Clinton signed an assault weapons ban into law, the demand for guns is still very high. They are easy to get and there is an enormous supply.

• "48 Hours"

CBS/PA

08/10/99 @ 10 pm 15:00

Topic: "Season of Violence" - examines recent incidents of violence including the shootings at Columbine High School and Atlanta, focusing on renewed calls for tighter gun control.

• PSA

LOC/PSA

07/01/99 - 09/30/99

Six spots ran 286 times

AD Council/Crime Prevention Campaign - Various spots - These spots relay the message to kids to help clean up crime in their neighborhoods and to not judge people on how they look.

• PSA

LOC/PSA

07/01/99 - 09/30/99

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

MCU	SONJA	16	WHAT MAKES PEOPLE KILL? CNN	CH	INTRO	0:00	0:08
2SHOT	TC/DS	A04	CLIO RAPIST SURRENDER	CW	VO	0:00	0:30
MCU	KATIE	10	BODY FOUND-I-475	MK	VO	0:00	0:27
MCU	KATIE	09	COPING W/SEXUAL ASSAULT	DS	VOEVO	0:10	0:45
MCU	TERRY	B06	SAGINAW PUPPY MURDER	MK	VO	0:00	0:29
MCU	TERRY	A09	BURTON MURDER	CH	VO	0:00	0:19
MCU	KATIE	08	FALLING CRIME RATE	CH	VO/GFX	0:00	0:27
FRZ	KATIE	07	TUSCOLA BANK ROBBERY ARREST	MK	VO/NOON	0:00	0:26
FRZ	LAURA	53	GUN SAFETY	CW	VO	0:00	0:27
FRZ	LAURA	52	ROAD RAGE - FLINT MAN		RDR	0:00	0:22
VWAL	KATIE	02	BURGER KING MURDER	JB	INTRO	0:00	0:18



## 5) Substance Abuse

- PSA

LOC/PSA

07/01/99 -- 09/14/99

Six spots ran 241 times

AD Council/Drunk Driving Prevention -- Various spots -- These spots relay the tragic results of driving while drunk.

- News

MCU TERRY B04	UNDERAGE DRINKING (cnn4 .5p/a	CW VOBVO-2t	0:20	0:27	-----
MCU KATIE 10	ANTI SMOKING ADS	KO RDR	0:00	0:23	-----
VWALL KATIE 08	TEENAGERS & DRUGS	SS GEX/INTR	0:00	0:23	-----
MCU KATIE 16	DRUG TEENS/PARENTS CNN 1:30	KO INTRO	0:00	0:10	-----

## 6) Concerns of the Disabled and Elderly

- Hot Topics

LOC/PA

09/15/99 @ 12 noon 3:00

Guest: Gary Riedlinger, C.P.A.

Topic: One of the most important things you can do for your loved ones is prepare a will and other documents which make your wishes legally known in the event of your death or serious illness. Gary discussed the 1999 Mid-Michigan Estate Planning activities that came to Saginaw Valley State University. He strongly urged the elderly to make sure their estate was in order.

- News

MCU TERRY C05	CLIO NURSING HOME FOLLO	LF VO	0:00	0:39	-----
FRZ LES 13	HEAT EXHAUSTION CASES	IC VOBVO	0:12	0:32	-----
MCU LES 41	DR. DEAN/ANTI-CANCER (TUES)	LG OPEN/INT	1:54	0:13	-----
MCU DIANN C32	BEEES/ARTHRITIS 16ME ME067	OPEN/VO	0:00	0:27	-----
WIPE DS/TC C33	RETIREMENT PROBLEMS (cbs4am/	VO	0:00	0:26	-----
dis TERRY B04	elder care: website	gfx	0:00	0:11	-----
MCU TERRY B03	ELDER CARE:THE RIGHT CHOICE	RA VO/BB/VO	0:15	0:27	-----

## 7) Education

- Hot Topics LOC/PA 07/14/99 @ 12 noon 3:00

Guest: Ben Jankins, former scholarship winner from *Studio 23*

Topic: *Studio 23* is a non-profit organization dedicated to keeping the arts alive in children and adults by offering many different types of art classes. Ben discussed the training and scholarship programs at *Studio 23*, as well as their up-coming art show.

- Hot Topics LOC/PA 07/28/99 @ 12 noon 3:00

Guest: Lois Revenaugh, event marketing director for the Flint Journal

Topic: Lois discussed this year's *Women's Expo*, a two-day event offering several seminars on becoming a more well-rounded, successful woman. Susan Ford Bales, daughter of former President Gerald Ford, was a speaker at this event.

- Hot Topics LOC/PA 08/18/99 @ 12 noon 3:00

Guest: Kathy Conklin from Michigan's Career Prep

Topic: Michigan's Career Prep helps students prepare for careers in the work place. Kathy discussed different programs conducted by various counties in the state.

- PSA LOC/PSA 07/01/99 – 09/30/99  
Two spots ran 123 times

AD Council/United Negro College Fund – "Portraits" – This spot encouraged people to donate to the United Negro College Fund.

• News

MCU KATIE 16	KIDS & READING CNN 1:30 (13	CH	VO/GFX	0:00	0:21	----
FRZ TERRY B03	DETROIT TEACHERS STRIKE	CH	VO	0:00	0:23	----
VWALL KATIE 14	SAT SCORES 1999 CNN 1:30 (1	KO	INTRO	0:00	0:07	----
FRZ TERRY B08	BEST UNIVERSITIES	CH	GFX	0:00	0:26	----
MCU TERRY B07	PRIVATE SCHOOL \$\$ ISSUE	CW	VO-FILE	0:00	0:17	----
V-TOP DS/TC A14	SCHOOL VIOLENCE SOLUTIONS	CH	VO/GFX	0:00	0:27	----
VWAL KATIE 35	CHARTER SCHOOLS V. PUBLIC	TR	INTRO	0:07	----	----
MCU KATIE 06	SCHOOL SAFETY	CH	VOB/VO	0:29	0:19	----
MCU DIANN C20	HOME SCHOOLING AX-59 TU9ACN	LG	VO	0:00	0:24	----
MCU TERRY B05	RELIGION IN SCHOOLS (cbs12am	CW	VO/PKG	1:29	0:17	----

8) Jobs/Unemployment

• Hot Topics

LOC/PA

08/04/99 @ 12 noon 3:00

Guest: Sue Lauber of the Flint Women's Expo

Topic: Sue discussed the annual *Women's Expo*, which features speakers and workshops to help women further their careers. Many local businesses took part in this event.

• News

MCU SONJA 14	UAW - GM CONTRACT	LF	GFX	0:00	0:27	----
WIPE LES 12	NEW CASINO/DETROIT	LF	VO (MORN)	0:00	0:20	----
MCU LES 10	UNIVERSITY PARK G' BREAK	LF	VO (JEFF)	0:00	0:25	----
VWAL LESLI 08	ALMA REFINERY SHUTDOWN	DC	INTRO	0:00	0:13	----
VWALL KATIE 10	WORKER SHORTAGE/MT. PLEASAN	DC	INTRO	0:00	0:11	----
VWALL KATIE 14	JOBS & ECONOMY CNN 4:30 176	KO	VOB/VO	0:00	0:45	----
MCU KATIE 21	MINIMUM WAGE CNN (123)	KO	VO	0:00	0:17	----
VWALL KATIE 01	GM/DELPHI UAW REACH A DEAL	CH	VO	0:00	0:37	----
MCU TERRY A17	MORTGAGE AMERICA CLOSING	LF	VO	0:00	0:16	----
MCU TERRY B03	SUGAR JOBS (FROM 6)	JB	VO/GFX	0:00	0:25	----

## 9) Apathetic/Uninformed Voters

- "Face the Nation"

CBS/PA

08/08/99 @ 12 noon 15:00

Topic: The panel discussed the pros and cons of the Republican tax cut bill.

- News

FRZ	TERRY	B32	FLINT MAYORAL RACE - RISON	MS	INTRO	0:15-----
FRZ	KATIE	11	KUHN FOR COUNCIL	RA	INTRO	0:13-----
MCU	KATIE	22	MARRIAGE TAX-WHAT IS IT?	KO	VO/GFX	0:34-----
MCU	DIANN	C14	PRESIDENT'S RAISE	CW	VO-FILE	0:25-----
2SHOT	DS/TC	B14	FLINT MAYOR'S DEBATE	MS	INTRO	0:14-----
MCU	KATIE	23	PATIENT BILL OF RIGHTS NA07	CH	INTRO	0:10-----
MCU	TERRY	B32	MEGA LEGISLATION (cbs12am/me	CW	VO	0:19-----
MCU	TERRY	A42	WEB CAMPAIGN (moncnn6p/ax186	LG	OPEN/PKG	1:21
MCU	DIANN	C08	TAX CUTS (cbs5p/na035)	CW	VO	0:13-----
2SHOT	TC/DS	B14	PRES. CANDIDATES (cnn10.5p/ax	CW	INTRO/PK	1:30
						0:11-----

## 10) Environment

- "48 Hours - Tuesday Adventures"

CBS/PA

07/06/99 @ 10 pm 15:00

Topic: "In the Line of Fire" - takes viewers behind the scenes with volcanologist Carl Thornber, who is working on top of the erupting Mount Kilauea in Hawaii.

- "Face the Nation"

CBS/PA

08/01/99 @ 12 noon 15:00

Topic: The panel discussed the heat wave and drought in the U.S., the duration/impact on farmers and ranchers in the Northeast and mid-Atlantic region, and the need for federal emergency disaster assistance.

Guest: Paul Weber from AAA of Michigan

Topic: Paul discussed the dangers of deer/car crashes during this time of year. In order to heighten motorists' awareness of 'hot spots' - where deer and motor vehicles are most likely to collide, new advisories have been developed by the Michigan Deer Crash Coalition and county sheriffs throughout the state.

• News

WIPE	SONJA	12	GAS LEAK - BAY CO.	KM	VO	0:20
MCU	SONJA	11	OIL PIPELINE LEAK	HW	VO	0:15
WIPE	TERRY	B04	DROUGHT FIRE (cbs9p/ne114)	CW	VO	0:16
MCU	TERRY	B36	MIDLAND SEWAGE	CW	RDR/VO?	0:00
2SHOT	TC/DS	B33	DEAD FISH ON SAG BAY	EJ	INTRO	0:10
FRZ	KATIE	39	PINCONNING H2O TROUBLES	DM	VO	0:27
VOTOP	TERRY	B34	PESTICIDE FIRE-FL (cnn12.5p)	CW	VO	0:18
MCU	TERRY	B33	RADIOACTIVE COZE-KY	CW	RDR	0:00
MCU	TERRY	B06	GOOD AIR	CW	RDR	0:00
MCU	KATIE	09	PLUTONIUM ROUTE - FLINT	MS	VOEVO	0:13