



Quarterly Issues & Programs Report

April 1, 1999 – June 30, 1999

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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. Health Care/Health Insurance
2. Family Values
3. Economic Development/Civic Pride
4. Crime/Violence
5. Substance Abuse
6. Concerns of Disabled and Elderly
7. Education
8. Jobs/Unemployment
9. Consumer Complaints
10. Gas Prices/Roads/Transportation

Section Two: Issues & Programs Report

Overview: The following is the quarterly "Issues & Programs" report placed in the public file of WNEM 5 on July 9, 1999. The report covers the period from April 1, 1999 – June 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.

• PSA
 LOC/PSA
 06/01/99 – 06/30/99
 One :60 spot ran 21 times

State Insurance Department -- "This is Not the Time" -- relays the message to not wait to get health insurance.

• PSA
 LOC/PSA
 04/01/99 – 06/30/99
 Two spots ran 147 times

AD Council/Infant Immunization – "Kissing"
 "Birthday Cake"

These spots relay the importance of getting your young children immunized.

• News

SPOTS	TIME	PROGRAM	STATION	INTRO	SPOTS	TIME
2SHOT	DS/TC	C33	HEART MONITOR	CW	INTRO	0:00
WIPEF	TC/DS	C33	SUNSHINE DAMAGE	CW	VO	0:00
DISSO	TC/DS	C33	PROSTRATE (moncbs7am/na007)	CD	VO	0:00
2SHOT	DS/TC	C32	PROZAC (suncbs8pm/na026)	CD	OPEN/PKG	1:35
MCU	DIANN	B06	CHILDREN'S HEALTH	CW	VO-FILE	0:00
FRZ	KATIE	17	BREAST IMPLANTS	CH	RDR/GFX	0:00
MCU	TERRY	C32	ALLERGIES	CW	OPEN/VO-	0:28
2SHOT	TC/DS	C32	BLADDER CANCER	CW	OPEN/VO	0:10
WIPE	DIANN	C34	CANCER WALK (cbs5p/mw061)	CW	VO	0:00
2SHOT	DS/TC	C33	AIDS RIDE (cbs6pm/we030)	CW	OPEN/VO	0:00

2) Family Values

- Hot Topics

LOC/PA

04/21/99 @ 12 noon 3:00

Guest: Joey Lee of Hospital Hospitality House

Topic: If you have a loved one being hospitalized in a Saginaw area hospital, there is a warm, caring place you can go to wait out this difficult time. Hospital Hospitality House offers a home away from home and much needed support for families of patients who would otherwise have to pay hotel bills or face long commutes in order to be near their loved one. Joey discussed this as well as the fundraiser "Home Away From Home," to raise money for this worthy home.

- Hot Topics

LOC/PA

06/30/99 @ 12 noon 3:00

Guest: Lt. Jim Maxwell of the Flint Fire Department's Fire Prevention Unit

Topic: For years, a favorite childhood pastime has been collecting and exchanging trading cards. Now, area kids will be able to trade cards featuring fire prevention tips and photos of local heroes from the Flint Fire Department. Lt. Maxwell discussed these cards.

- "48 Hours"

CBS/PA

05/27/99 @ 10 p.m. 60:00

"48 Hours" examined the consequences of the struggles to be physically perfect by resorting to eating disorders such as anorexia and bulimia, and how these disorders usually affect teenage girls and young women.

- PSA

LOC/PSA

05/18/99 – 06/30/99

Three spots ran 75 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

2SHOT TC/DS	B34	SUMMER CAMP WARNINGS	LF	READER	0:00	0:14-----
VWAL KATIE	11	PARENTAL PUNISHMENTS	PN	INTRO		0:16-----
VWAL KATIE	10	PARENTAL RESPONSIBILITY	JB	INTRO		0:17-----
MCU LES	05	FRIEND OF THE COURT	LF	VO/GFX	0:00	0:38-----
MCU DIANN	A09	TEEN PREGNANCY (cnn2p/ax165	CW	VO	0:00	0:20-----
VOTOP LES	10	R-RATED MOVIES (7A-NA027)	LF	VO	0:00	0:20-----

3) Economic Development/Civic Pride

- Hot Topics

LOC/PA

04/07/99 @ 12 noon 3:00

Guest: Jeffrey Moore of the Flint Youth Theatre

Topic: "Borders" is a new production of the Flint Youth Theatre, and it was truly a reflection of the entire Flint/Genesee County community. Jeffrey discussed this original production, which offered a new way to look at stereotypes and racism in the area, using dialogue straight from community focus groups.

- Weekend Wakeup

LOC/PA

05/01/99 @ 8 a.m. 3:00

Guest: Pam Clark, Interim Station Manager, Delta College PBS Broadcasting

Topic: Pam discussed "Saffire - The Uppity Blues Women," who presented their soulful, all-acoustic music at the Horizon's Center. The profits from this concert benefited PBS stations and several area non-profit agencies.

06/02/99 @ 12 noon 3:00

LOC/PA

- Hot Topics

Guest: Ed Foy, Assistant Director of UAW Region 1-C

Topic: The excitement of "Gus Macker 3 on 3" basketball returned to Flint this summer. This event brings teams in from all over Michigan, the surrounding states, and even Canada. This is an event that brings the whole community together.

4) Crime/Violence

05/26/99 @ 12 noon 3:00

LOC/PA

- Hot Topics

Guest: Officer Dennis Browning of the Saginaw Police Department

Topic: In light of recent events around the country, gun control and gun safety have become very hot issues of debate. One area most everyone agrees upon is the need for gun locks to assure safety in the home. Locally, the Saginaw Valley Crimestoppers program offered free gun locks to the public. Officer Browning discussed this.

04/22/99 @ 10 p.m. 60:00

CBS/PA

- "48 Hours"

"48 Hours" investigated the massacre at the Littleton, Colorado high school, which resulted in the deaths of 12 students, one teacher, and the two suspects.

06/01/99 - 12/31/99
Six spots ran 77 times

LOC/PSA

- PSA

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

04/01/99 -- 06/30/99

One :60 spot ran twice daily

“Crimestoppers” -- (Crime of the Week) -- Crimestoppers is a series of locally produced public service announcements created by WNEM5 in conjunction with other local stations. They offer a reward for information leading to the arrest of criminals.

• News

VWAL	KATIE	31	SEX OFFENDER REGISTRY ACCES	DC	INTRO		0:11	-----
-----	-----	B03.1	GUN CONTROL	HW	PKG	0:00	1:20	-----
2SHOT	TC/DS	A10	VIOLENT VIDEO GAMES	LL	INTRO	0:00	0:13	-----
-----	-----	10.1	PARENTAL PUNISHMENTS	PN	PKG	0:00	1:30	-----
FRZ	KATIE	14	DATE RAPE DRUG	LB	INTRO		0:19	-----
2SHOT	DS/TC	B06	TEEN KILLERS	PN	INTRO	0:00	0:17	-----
2SHOT	DS/TC	B05	INTERNET PORN FILTERS (cbs9p	CW	INTRO/PK	1:35	0:10	-----
-----	-----	04.2	JUVENILE CRIME	LL	PKG	0:00	1:34	-----
MCU	LES	05	TRYING KIDS AS ADULTS (CNN9		INTR-PKG	1:51	0:07	-----
MCU	TERRY	B07	CAR SEARCHES	CH	VO	0:00	0:27	-----
MCU	DLANN	B07	HOLLYWOOD VIOLENCE	CW	VO-FILE	0:00	0:15	-----

5) Substance Abuse

• Hot Topics

LOC/PA

05/12/99 @ 8 a.m. 4:00

Guest: Justin Newman of Saginaw's Prevention and Youth Services
Topic: Justin discussed the 13th annual “Just Say No” rallies going on in Saginaw and Bay City.
These rallies bring in kids from all over the area to take a stand against drugs and alcohol.

• PSA
 LOC/PSA
 04/01/99 – 06/30/99
 Six spots ran 204 times

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

• PSA
 LOC/PSA
 04/29/99 – 05/14/99
 Two :05 spots ran 120 times

“Just Say No” -- These spots advertised the annual “Just Say No” march, in which local kids gather to say no to drugs and alcohol.

• News

WIPE	TERRY	B14	CAMPUS DRINKING	CW	VO	0:00	0:23	-----
MCU	ILENE	55	PROM/GRADUATION DRINKING	LE	VO	0:00	0:36	-----
MCU	LES	08	ALCOHOL SCREENING	KM	VOBGFX	0:12	0:37	-----
WIPE	TERRY	B06	MSU ALCOHOL BAN	CD	VO-FILE	0:00	0:19	-----

6) Concerns of the Disabled and Elderly

• Weekend Wakeup
 LOC/PA
 04/10/99 @ 8 a.m. 3:00

Guest: Lynne Kindy, a local volunteer for the Multiple Sclerosis Society
 Topic: Multiple Sclerosis is a tragic disease that often times leaves a person unable to take care of themselves. Lynne discussed this disease and the annual MS Walk that took place locally.
 The walk raised money to help people inflicted with this disease as well as to help with the study of MS to find a cure.

• News

MCU	LES	13	DISABLED WORKERS	LO	RDR	0:00	0:23
MCU	LES	35	SR REPORT/PRESCRIPTIONS	LD	INTR-OPE	0:00	0:23
MCU	LES	35	SR REPORT/CARDIO DISEASE	LD	INTR-OPE	0:00	0:22
MCU	LES	35	SR REPORT/INSOMNIA	LD	INTR-OPE	0:00	0:13
VWAL	KATIE	02	NURSING HOME ABUSE/CLIO	JK	INTRO	0:00	0:25
MCU	LES	35	SR REPORT/SILENT KILLER	LD	INTR-OPE	0:00	0:09
MCU	LES	35	SR REPORT/BACKPACKING	LD	INTR-OPE	0:00	0:08
MCU	LES	35	SR REPORT/SCAMS 2	LD	INTR-OPE	0:00	0:14
MCU	LES	35	SR REPORT / SCAMS #1	LD	INTR-OPE	0:00	0:00
MCU	LES	35	SR REPORT/MALL WALKING	LD	INTR-OPE	0:00	0:14
MCU	LES	35	SR REPORT/VIAGRA	LD	INTR-OPE	0:00	0:09
MCU	LES	35	SR REPORT/HOUSING	LD	INTR-OPE	0:00	0:17
MCU	DIANN	30	Senior rep. NURSING HOME PT	ds	intro-op	0:10	0:07
MCU	LES	35	SR REPORT/KARATE	LD	INTR-OPE	0:00	0:12
MCU	LES	35	SR REPORT/3RD CAREER	LD	INTR-OPE	0:00	0:14
MCU	LES	35	SR REPORT/STAYING FIT	LD	INTR-OPE	0:00	0:11

7) Education

• Hot Topics

LOC/PA

06/09/99 @ 12 noon 3:00

Guest: John Root, Robotics Instructor, and Montrel Chestnut, student
 Topic: Students at the Genesee Area Skill Center created the "Auto City Bandit," a robot which has represented these students in nationwide competitions. The guests discussed this robot, the things it could do, and how creating this robot affected the education of the students involved.

• Hot Topics

LOC/PA

06/16/99 @ 12 noon 3:00

Guest: Steve German, Executive Director of Flint's Sloan Museum
 Topic: Steve discussed Sloan Museum's newest exhibit, "Electric Space." This exhibit educates on "weather" in space and how electrical disturbances in space actually happen.

• "What About Your Friends"

SYN/PA

06/20/99 @ 1 p.m. 60:00

A drama about three high school seniors from different socio-economic backgrounds who share a special dream: to study together at Spelman College, a renowned, historically black university. All three are accepted to Spelman, but when one girl's middle-class parents cannot afford the tuition, and one gets a full scholarship at USLA, one girl's dreams of her friends' emotional support are crushed. This program shed light on the pressure-packed period that faces high school juniors and seniors as they face the transition from high school to college.

• PSA

LOC/PSA

04/01/99 - 06/30/99

Two spots ran 155 times

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

• News

Line	Product	Start	End	Sec	Day	Time	Length	Spots	Station	Comments			
V-TOP	SONJA	09							CH	VO	0:00	0:22	-----
2SHOT	DS/TC	B36							CW	INTRO	0:00	0:10	-----
MCU	DIANN	B05							KO	VO	0:00	0:20	-----
VOTOP	DIANN	A06							CW	VOB-2TP	0:15	0:21	-----
WIPE	DIANN	B06							CW	VO	0:00	0:11	-----
MCU	ILENE	25							DC	INTRO	0:00	0:13	-----

8) Jobs/Unemployment

• Hot Topics LOC/PA 04/14/99 @ 12 noon 3:00

Guest: Chef Bruce Cruddup from Cruddups Cuisine

Topic: Chef Cruddup discussed "Saginaw Cooks!" - an event held to raise money to support the work of Hidden Harvest, a non-profit agency that provides food to local soup kitchens and rescue missions to help those hit hard by the economy.

• "48 Hours" CBS/PA 04/01/99 @ 10 p.m. 60:00

This show profiled enterprising individuals who, through hard work, creative thinking, and sometimes just plain luck, are making a fortune in America.

• "60 Minutes" CBS/PA 05/23/99 @ 7 p.m. 15:00

This show profiled Nancy Lublin and "Dress for Success", a non-profit enterprise whose goal is to get under-privileged women jobs. The women, who are sent to the organization by job training programs, are supplied with the proper clothing, makeup and hairstyle to make them ready for a job interview.

• News

MCU	TERRY	A43	MICHIGAN INCOME	CW	GFX	0:00	0:15
2SHOT	DS/TC	B09	MINIMUM WAGE	CW	RDR/GFX	0:00	0:25
MCU	DIANN	A15	MICHIGAN BUSINESS (cbs9p/me1	CW	INTRO/PK	1:24	0:16
frz	katie	10	ALMA REFINERY JOB LOSSES	DC	VOBVO2TP	0:13	0:20
MCU	KATIE	06	EAY MED JOB CUTS	RA	INTRO	0:12	0:12
WIPE	DIANN	A10	SUMMER JOBS	CW	VO/GFX	0:00	0:19
FRZ	KATIE	07	BUICK CITY SHUTDOWN	LF	VO/GFX	0:00	0:25

9) Consumer Complaints

• "60 Minutes"

CBS/PA

05/23/99 @ 7 p.m. 15:00

This show focused on the billions of dollars being spent to deal with the Y2K computer bug, yet many local governments across the country can't guarantee their citizens basic services such as water and electricity on January 1, 2000.

• News

MCU	DIANN	B09	LOW COST INSURANCE	MS	VO	0:22	----
VWAL	ILENE	21	TELEMARKETERS	CD	INTRO/OP	0:10	0:09
WIPE	DS/TC	A43	POSTAL HIKES	CW	VO-FILE	0:00	0:19
2SHOT	TC/DS	A41	Consumer Alert-Blind Cords	TR	INTRO	0:00	0:13
2SHOT	TC/DS	A42	CRIB RECALL	CW	GFX	0:00	0:25
2SHOT	DS/TC	A43	MEAT RECALL	LF	GFX-2PGS	0:00	0:36
2SHOT	TC/DS	A42	BANKING PRIVACY (wedcnn6am/a	CW	INTRO/PK	1:26	0:11
VWALL	LES	15	CONSUMER/ILLEGAL I-D'S		OPEN-VO	0:00	0:26
2SHOTTC/DSA40.	CONSUMER	RECALLS	LO		OPEN/GFX	0:00	0:41
VWAL	KATIE	02	RITE AID EXPIRED GOODS	LL	INTRO		0:17
VOTOPLES	14	CONSUMER/DANGEROUS TOYS	LO (2PMW027)	VO		0:00	0:37

10) Gas Prices/Roads/Transportation

• News

-----	-----	16.1	ROAD CONSTRUCTION	JB	PKG	0:00	1:45
MCU	DIANN	A31	GAS TAX SUIT (ECON 10)	CH	VO	0:00	0:19
VWALL	KATIE	17	HIGHWAY SIGNS BAN? ME063 4P	CH	VO	0:00	0:21
WIPE	KATIE	16	TRAFFIC SAFETY	CH	VO/GFX	0:00	0:20
2SHOT	TC/DS	B05	CLEANER GAS (cnnwed8p/ax320	CW	INTRO/PK	1:46	0:15
2SHOT	DS/TC	A41	MINI VAN PROBS (cbs8p/na107	CW	INTRO/PK	1:03	0:12
MCU	KATIE	16	ELECTRIC CARS	CH	RDR	0:00	0:12

