



Quarterly Issues & Programs Report

April 1, 1998 - June 30, 1998

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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. Domestic Violence
2. Drug/Alcohol Abuse
3. Family Concerns (Parenting/Morals)
4. Education
5. Lack of Activities for Kids/Parents
6. Communities Working Together
7. Health Concerns
8. Economy
9. Pre-Natal Health Care/Teen Pregnancy
10. Transportation/Road Safety

Section Two: Issues & Programs Report

Overview: The following is the quarterly "Issues & Programs" report placed in the public file of WNEM 5 on July 10, 1998. The report covers the period from April 1, 1998 to June 30, 1998. 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 5 Quarterly Issues/Programs List
Saginaw, Michigan
April 1, 1998 - June 30, 1998

ISSUE/TITLE	PROGRAM/TYPE	DATE/TIME/DURATION
1) Domestic Violence		
• Hot Topics	LOC/PA	04/29/98 @ 12 noon 3:00
Guest: Brian Mincks, Development Director for Boysville of Michigan		
Topic: Boysville offers a safe haven and rehabilitation for juveniles who've been in trouble with the law, from violent situations to drug abuse. Brian spoke about their annual golf scramble, which raises money for Boysville.		
• Weekend Wakeup	LOC/PA	05/02/98 @ 8 a.m. 3:00
Guest: Charlie Handley of the Consortium on Child Abuse & Neglect of Genesee County		
Topic: Charlie spoke about "Magic Ride," which is a fund-raiser enabling C-CAN to have their many education and prevention programs. This interview covered this event as well as the ways C-CAN works to prevent domestic violence.		
• Hot Topics	LOC/PA	05/27/98 @ 12 noon 3:00
Guest: Liz Schreur, lead instructor for some personal protection courses offered locally		
Topic: One of the most important things we can do for our families and ourselves is to learn about personal defense and how we can protect ourselves from criminal attack. The National Rifle Association has developed a twelve hour course teaching the elements of self-defense including safe handling of firearms and controlling a domestic violence confrontation.		

• NEWS

LOC/NEWS

APR11 MWNDY 78 SEXUAL ASSAULT AWARENESS CW LIVE/GFX 2:00 0:20
MAY26 NOON 23 AIDS INJECTION DAD 10ACB* LD VO - NA063 0:27

2) Drug/Alcohol Abuse

- "Public Eye with Bryant Gumbel" CBS/PA

04/07/98 @ 9 p.m. 15:00

Topic: D.A.R.E. (Drug Abuse Resistance Education) the nation's most popular drug education program, was the focus of debate.

- Hot Topics

LOC/PA

05/06/98 @ 12 noon 3:00

Guest: Barry Schmidt of Bay City Boys & Girls Club

Topic: "Just Say No" rallies in Saginaw and Bay City bring hundreds of area children and teenagers together to take a stand against drugs and alcohol. Barry discussed these rallies.

- PSA

LOC/PSA

04/01/98 - 06/30/98

Four :30 spots ran 69 times

MI Association of Broadcasters - "Drug Free MI/Chuck D"
"Frying Pan"
"Big Questions"
"Faces"

These spots relay the dangers of drug abuse.

- NEWS

LOC/NEWS

APR24 NOON 11 GEN CO MADD CHAPTER/CLOSIN* D RDR 0:22
APR13 5PM 02 KIDS DRUGS & VIOLENCE(CNN*11A RU INTRO(#90) 0:25
MAY19 NOON 11 CLIO H.S./ALCOHOL * LG VO - ED M-43 0:19
MAY07 NOON 13 COLLEGE DRINKING * LG VO 0:00 0:26

3) Family Concerns (Parenting/morals)

- "48 Hours" CBS/PA 04/16/98 @ 10 p.m. 60:00

Topic: Teachers who use their positions of trust to molest students. Focus was on a campaign to help prevent sexual abuse and to increase awareness of the problem.

- "Smoking: Truth or Dare? - Teens at Risk" SYN/PA 05/31/98 @ 1 p.m. 60:00

Topic: A one hour television special, hosted by Leeza Gibbons, guaranteed to make teenagers think twice before putting a cigarette in their mouths. It was hard hitting, hip, scary, enlightening and effective in stopping young people from smoking and helping others from starting.

- Hot Topics LOC/PA 06/03/98 @ 12 noon 3:00

Guest: Betty Wiseman, President of Optimist Club of Reese

Topic: Optimist International is one of the world's largest and most active service organizations. The Optimist Club of Reese sponsored the "1st Annual Health and Safety Fair." Area agencies presented health and safety issues that targeted families and parents with home and safety concerns.

- News LOC/NEWS

APR26 MW NDE 53 SUICIDE*PREVENTION/GRAND BLAN MK VOBVO 2TAPES 0:15 0:26

MAY19 NOON 17 3RD SHIFT DAYCARE * HW VO/B/FS 0:15 0:27

MAY05 NOON 10 CHILD POVERTY STUDY LG RDR 0:00 0:18

4) Education

- "Face The Nation" CBS/PA 04/26/98 @ 12 noon 15:00

Topic: Discussion included the Senate Education bill allowing families to save money with tax-free interest to spend on education, including private schools.

- "Success Through Education:
A Salute to Black Achievement" SYN/PA 05/23/98 @ 12 noon 60:00

Topic: African American celebrities conduct candid conversations with students about their roadblocks to success, and shows them successful African American role models who have overcome the same difficulties they face through education.

- Hot Topics LOC/PA 06/17/98 @ 12 noon 3:00

Guest: Mrs. Ella Green of Flint's "Juneteenth" celebration

Topic: A celebration of freedom and independence took place in the month of June. "Juneteenth" is considered the oldest African-American holiday in the U.S. and educates people about African-American history.

- PSA LOC/PSA 04/01/98 - 06/01/98
Two :30 spots ran 64 times

National Fire Protection Association - "Space Heaters"
"Crawl Low Under Smoke"

These spots educate the viewers on fire prevention.

- News

LOC/NEWS

APR23 5PM 04.5 TAKE DAUGHTER TO WORK * R2 VO/BBVO(2NOON :22 0:31
APR23 5PM 05 OUR TOWN BURTON-HOSTS* PROGRA IC INT/OPEN 0:10 0:18
MAY18 NOON 16 CHARTER SCHOOL DAY * LG VO-AM 0:15
MAY13 5PM 06 MEA SCHOLARSHIPS * RU GFX 0:23
MAY12 NOON 14 FIRE PREVENTION * HW VO/B/GFX TAG 0:15 0:24

5) Lack of Activities for Kids/Parents

- Weekend Wakeup

LOC/PA

04/18/98 @ 8 a.m. 3:00

Guest: Jan Nieuwenhuis, Director of the Greater Flint/Thumb area 4-C's

Topic: One of the biggest Flint area family traditions is the "Children's Services Fair." Dozens of area agencies provide information on kid's health to family entertainment. Their are also many hands-on activities for kids. Jan discussed this event.

- Weekend Wakeup

LOC/PA

04/25/98 @ 8 a.m. 3:00

Guest: Scott Seeburger, Saginaw Comm. Enrichment Commission, and David Wallace, Violist
Topic: Dow Corning and the Saginaw Community Enrichment Commission are involved in the Dow Corning Visiting Artist Residency. This year, Violist David Wallace was the featured artist. During his visit, he performed in 18 area schools and held numerous music improvisational workshops for kids.

- Weekend Wakeup

LOC/PA

05/30/98 @ 8 a.m. 3:00

Guest: Pam Bakken of Flint's International Institute

Topic: Pam was here to discuss "World Tour Day Camp" where children 6 - 10 can learn about other cultures and countries. Cultures from Jewish to Japanese and African American to Native American will be explored through games, stories, crafts, and song and dance.

- Weekend Wakeup

LOC/PA

06/06/98 @ 8 a.m. 3:00

Guest: Mrs. Ella Green of Flint's JUNETEENTH festivities

Topic: Juneteenth is observed around the country as African-American Independence Day. In the city of Flint, many events took place, and it is growing each year.

- Hot Topics

LOC/PA

06/10/98 @ 12 noon 3:00

Guest: Theresa Ruppert of the Flint Art Fair

Topic: The scenic grounds of Flint's Cultural Center hosted this year's Flint Art Fair. Theresa discussed this event which had something for everyone, adults and children alike.

- Weekend Wakeup

LOC/PA

06/27/98 @ 8 a.m. 3:00

Guest: Sue Lauber, Coordinator of the Flint Fireworks Festival

Topic: Sue discussed the year's Flint Fireworks Festival which offers an entire weekend of fun and activities for the entire family including a laser show and fireworks.

6) Communities Working Together

- Hot Topics

LOC/PA

04/01/98 @ 12 noon 3:00

Guest: Larry Ashlock of the Genesee County Mental Health Association

Topic: May is Mental Health Month - a time to reflect on the thousands of Americans afflicted with mental illnesses, and to focus on the agencies around the country offering care and treatment. For the past 16 years, they've observed this month in Flint with a community run and walk called the "17th Annual Run For Mental Health," which Larry spoke about.

• Weekend Wakeup

LOC/PA

04/04/98 @ 8 a.m. 3:00

Guest: Sheila Stamaris, Committee Chair of YWCA Women's Recognition Dinner
Topic: YWCA Women's Recognition Awards Dinner is held every other year to honor achievements of women in the business, professional, and volunteer sections in the country. Sheila was here to discuss this important recognition event as well as talk about the women who have been nominated this year and their achievements.

• Weekend Wakeup

LOC/PA

04/11/98 @ 8 a.m. 3:00

Guest: Jerry Babinski and Wade Eckenrod, Bay City Paint 'N Pride
Topic: Hundreds of volunteer painters took brushes in hand for the "Fifth Annual Paint 'N Pride" event in Bay City's southend. On that day, several homes got a new look and a fresh coat of paint thanks to these volunteers who are organized through Bay City's Volunteer Action Center.

• Hot Topics

LOC/PA

04/20/98 @ 12 noon 3:00

Guest: Bill Harper of Saginaw County Habitat for Humanity
Topic: Oprah Winfrey started a project called "Oprah Angel Network Home, being built in communities throughout the country this summer. Locally, Saginaw County's Habitat for Humanity is working with several agencies and groups to build the Oprah House in an historic old neighborhood. Bill discussed this project.

• Weekend Wakeup

LOC/PA

06/13/98 @ 8 a.m. 3:00

Guest: John Perna, Saginaw's Habitat for Humanity, Zada Bailey, Homeowner
Topic: By the end of June, five families will be getting ready to move into new homes, thanks to Saginaw County Habitat for Humanity' "Building Blitz '98." One of the homes in this building blitz is the "Oprah House," which Zada Bailey owns. She and John discussed this.

• News

LOC/NEWS

APR27 5PM 07 SAGINAW HABITAT HUMANITY * RU VO(GEN 141) 0:00 0:24
APR27 NOON 17 SAGINAW RUBBISH CLEANUP * LD VO 0:21
MAY13 NOON 14 GEN CO./FOOD BANK KM VO FLT 328 0:28
MAY09 6PM 17 PAINT 'N PRIDE EJ VO 0:00 0:25

7) Health Concerns

• Hot Topics

LOC/PA

04/15/98 @ 12 noon 3:00

Guest: Major Leckie, Chair of the "1998 Marc Wesley Golf Classic"

Topic: Major Leckie discussed the "Marc Wesley Golf Classic", which is held each May to raise awareness and funds in the fight against Cancer.

• Hot Topics

LOC/PA

04/22/98 @ 12 noon 3:00

Guest: Debra Davenport of Cystic Fibrosis Foundation

Topic: Debra discussed the impact of this dreadful disease and how money raised is spent on research and care for patients. She also discussed their annual "Great Strides" walk held in May, which raises money to fight this disease.

• Hot Topics

LOC/PA

05/13/98 @ 12 noon 3:00

Guest: Julie Snyder, Manager, Audiology Services, McLaren Health Care Corporation

Topic: Experts in pediatrics and Audiology rank hearing impairment as the leading birth defect in the United States today. As part of a community collaborative effort, Genesys, Hurley and McLaren hospitals began a Hearing Screening Program for every newborns in late March. Julie discussed this program.

05/23/98 @ 8 a.m. 3:00

LOC/PA

• Weekend Wakeup

Guest: Karen Lange, American Cancer Society's Women's Golf Co-Chair
Topic: The local Cancer Society's biggest annual event took place in June to raise awareness and money to fight cancer. It was called "Women's Golf Championship." Karen discussed this as well as where the money raised would go to.

LOC/PA

• News

APR29 5PM 32 MED/KIDS AND SLEEP * RU INT/OPEN :07 0:18
APR24 5PM 34 BREAST CANCER DRUGS * RU RDR 0:21
APR22 5PM 32 IMMUNIZATION WEEK * DM VOB/VO 0:15 0:45
APR20 5PM 32 MED/WEIGHT LOSS PROGRAMS * RU INT/OPEN :07 0:11
MAY24 MWND 83 MED/FIFTH DISEASE CW RDR 0:00 0:25
MAY19 NOON 35 SR REPORT/ALZHEIMER'S TEST*GLD INTRO-OPEN :06 0:14
MAY08 5PM 34 WELLNESS DAY IN FREELAND * TC VO/B 2 TAPES 0:15 0:40
JUN03 5PM 34 AIDS VACCINE * RU RDR 0:00 0:20

8) Economy

LOC/PA

• Hot Topics

04/08/98 @ 12 noon 3:00

Guest: Chef Carl Tanner of the Apple Mountain Restaurant
Topic: "Hidden Harvest" is a food redistribution program sharing excess restaurant food with soup kitchens and homeless shelters for those hit hard by the economy. In this interview, Chef Tanner discussed "Hidden Harvest" as well as a fund-raising project called "Saginaw Cooks."

LOC/PSA

• PSA

06/08/98 - 06/26/98
Seven spots ran 246

"Habitat for Humanity" - These spots advertised "Habitat" and asked for volunteers to help fix up homes of families hit by the economy.

- News

LOC/NEWS

MAY12 NOON 07 KMART EXPANSION/JOBS * LG VO - FILE 0:23
 APR28 NOON 15 BIRCH RUN DEVELOPMENT-FUTU*ES VO BUS M-54 0:29

9) Pre-Natal Health Care/Teen Pregnancy

- "60 Minutes" CBS/PA 05/31/98 @ 7 p.m. 15:00

Topic: A report on a legal battle over a plan under which pregnant women who tested positive for drugs were arrested if they failed to enroll in drug-treatment programs.

- PSA LOC/PSA 04/01/98 - 06/30/98
 One :30 spot ran 40 times

State of MI - "Room of Smoke" - Relays the dangers of smoking while pregnant.

10) Transportation/Road Safety

- PSA LOC/PSA 05/20/98 - 06/30/98
 Three :30 spots ran 100 times

MI Office of Highway Safety Planning - "The Heat Is On" - These spots featured local police figures urging viewers to wear their seatbelts and drive safely.

- PSA LOC/PSA 04/01/98 - 06/30/98
 One :30 spot ran 99 times

MI State Police - "Bad Dudes" - Sends the message of the dangers of racing trains.

• News

LOC/NEWS

MAY25 MORN 05.6 ROAD CONSTRUCTION HM GFX OVER CCAM 0:19
MAY25 MORN 22.1 ROAD PATROL (JBSTUFF) CW VO 0:00 0:25
MAY23 MWND 52 BUCKLE UP * CW VO 0:19
MAY24 6PM 12.1 ROAD SAFETY/SAGINAW JB PKG 1:20 0:00
MAY15 NOON 09 MORE ROAD FUNDING * LG VO - FILE 0:13