



Quarterly Issues & Programs Report

October 1, 1999 – December 31, 1999

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Section One: Problems & Needs

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

Overview: The following is the quarterly "Issues & Programs" report placed in the public file of WNEM-5 on January 9, 2000. The report covers the period from October 1, 1999 – December 31, 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.

WIPE LES	14	ABC'S SEATEBELT PROGRAM(CNN)	VO#63	0:00	0:24	-----DATE	STATUS PROOFER
LAST REVISION	REVISOR	TAPE #	STATUS	-----11/22/99	09: READY	orzoco	11/22/99 12:4 orozco
MORGUE 9A	zzz1	-----					
DISS SOT	16	SAFE-HOME BABY	LO	SOT/GFX	2:25	0:00	-----DATE
LAST REVISION	REVISOR	TAPE #	STATUS	-----12/13/99	16: READY	orzoco	12/15/99 16:3 orozco
LIFESTYLE 71	zzz1	-----					
MCU LES	12	TEENS/DRUG AND SEX	GFX	0:00	0:30	-----DATE	STATUS PROOFER
LAST REVISION	REVISOR	TAPE #	STATUS	-----12/07/99	10: READY	orzoco	12/07/99 12:5 orozco full
screen	zzz1	-----					

2) Health Care/Health Insurance

- Hot Topics
LOC/PA
10/06/99 @ 12 noon 3:00

Guest: Roxanne Clark, Director of the McLaren Regional Cancer Center

Topic: October is Breast Cancer Awareness Month. Roxanne discussed this along with the free cancer screenings at McLaren Regional Cancer Center.

- Hot Topics
LOC/PA
11/10/99 @ 12 noon 3:00

Guest: Ann Harris, Director of Marketing for Genesys Health Systems in Flint

Topic: Three of the biggest health care providers in the Flint area are partnering to offer programs to teach patients how to make lifesaving decisions and communicate with physicians. Ann was here to discuss the first of these programs, "You and Your Health Care Decisions."

- News
LOC/NEWS

MCU LES	42	DR. DEAN/MIGRAINES	INTR-OPE	0:12	-----DATE	STATUS PROOFER	
LAST REVISION	REVISOR	TAPE #	STATUS	-----03/02/95	20: READY	sheppard 10/26/99 12:5 orozco DONE	
zzz2	-----						
MCU TERRY	C32	SKIN CANCER CHECKS (cbs3a/n	CW	OPEN/VO	0:00	0:18	-----DATE
LAST REVISION	REVISOR	TAPE #	STATUS	-----10/19/99	06: READY	walkons 10/25/99 06:2 walkons MED	
97	zzz2	-----					
VWALL LES	41	MEDICAL ERRORS	lo	INTRO	0:00	0:17	-----DATE
LAST REVISION	REVISOR	TAPE #	STATUS	-----11/30/99	10: READY	orzoco 11/30/99 13:1 roddgers EDIT	
zzz2	-----						
MCU LES	41	DR. DEAN/HEART DISEASE	INTR-OPE	0:00	0:15	-----DATE	STATUS PROOFER
LAST REVISION	REVISOR	TAPE #	STATUS	-----03/02/95	20: READY	sheppard 11/15/99 12:4 orozco DONE	
zzz2	-----						

MCU TERRY C32 DEPRESSION HELP (cbs5p/sw06 CW OPEN/PKG 1:45 0:11-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----12/17/99 00: READY walkons 12/17/99 06:1 walkons
 ZZZZ
 VOTOP LES 43 HOLIDAY STRESS (3A-NA002) VO 0:00 0:37-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----12/13/99 09: READY orozco 12/13/99 12:4 orozco EDIT
 ZZZZ

3) Economic Development/Civic Pride

- Hot Topics LOC/PA 10/13/99 @ 12 noon 3:00

Guest: Christine Stephens of Flint's Cultural Center
 Topic: World-class entertainment is coming to mid-Michigan soon. Flint's beautifully restored Whiting Auditorium will feature several events during the Cultural Center's 1999-2000 Showcase Series. To mark Whiting's return as one the areas' premier entertainment attractions, a glittering grand reopening was planned for November. Christine discussed this event as well as the economic impact this could have.

- Hot Topics LOC/PA 12/01/99 @ 12 noon 3:00

Guest: Melissa Stephens-Farrell of the Flint Cultural Center
 Topic: "Annie" - one of America's best-loved musicals came to Flint's newly renovated Whiting Auditorium in December. Melissa discussed this production and the special promotions associated with it.

- Hot Topics LOC/PA 12/29/99 @ 12 noon 3:00

Guest: Paul Herring of the Flint NAACP's Juneteenth Committee
 Topic: During the holiday season, many traditions are celebrated, including KWANZAA, a traditional African-American observance. Paul discussed this and the many community-wide events celebrating KWANZAA.

- News LOC/NEWS

MCU DIANN B12 TAWAS DEVELOPMENT CW RDR 0:00 0:25-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----07/22/99 05: READY giles 10/28/99 06:2 walkons
 ZZZZ

CALL LETTERS	REVISON #	FLINT DEVELOPMENT	MS	INTRO	0:00	0:14	DATE	STATUS	PROOFER
VWALL	OMARA 06	FLINT DEVELOPMENT	MS	INTRO	0:00	0:14	10/21/99	harding	STATUS PROOFER
LAST REVISION	REVISON #	STATUS	-----04/19/99	14: READY	harding	0:15	11/29/99	farrell	EDIT
VOTOP	OMARA 11	ST. CHARLES CHAMPS	EJ	VO	0:15	11/29/99	17:3	farrell	EDIT
LAST REVISION	REVISON #	STATUS	-----04/01/92	00: READY	renz	0:11	12/20/99	18:2	farrell
ZZZ3	-----	-----	-----	-----	-----	-----	-----	-----	-----
FLINT	380	ZZZ3	-----	-----	-----	-----	-----	-----	-----
MCU	LANDR 08	BUICK CITY RE-USE	MS	VOBVO	0:15	0:28	10/21/99	22:2	harding
LAST REVISION	REVISON #	STATUS	-----04/01/92	09: READY	renz	0:11	12/20/99	18:2	farrell
FLINT	382/38	ZZZ3	-----	-----	-----	-----	-----	-----	-----
VWAL	LANDR 10	GEARS LEAVING TOWN	PN	INTRO	0:11	11/29/99	17:3	farrell	EDIT
LAST REVISION	REVISON #	STATUS	-----12/20/99	10: READY	farrell	0:11	12/20/99	18:2	farrell
77	ZZZ3	-----	-----	-----	-----	-----	-----	-----	-----
MCU	ILENE 14	SAGINAW BUSINESS REVIVAL	KM	INTRO	0:00	0:11	12/04/99	06:3	rodgers
LAST REVISION	REVISON #	STATUS	-----04/01/92	00: READY	renz	0:11	12/04/99	06:3	rodgers
BUSINESS	M- ZZZ3	-----	-----	-----	-----	-----	-----	-----	-----

4) Crime/Violence

- Hot Topics

CBS/PA

11/17/99 @ 12 noon 3:00

Guest: Margaret Basch, from the Sexual Assault Program at Saginaw's Child and Family Services
 Topic: Over two million cases of sexual assaults are reported each year in the United States. In most of those cases, the victim knew the abuser, and many of those involve teenagers. Saginaw's Child and Family Services offers counseling and education about this problem. Recently, this office developed a workshop about Acquaintance Rape, and is offering this presentation to area high schools. Margaret discussed this program.

- PSA

LOC/PSA

10/01/99 - 12/31/99

Six spots ran 223 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

10/01/99 - 12/31/99

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

LOC/NEWS

MCU LANDR 08 CRIME/FEAR CH VO/GFX 0:00 0:29-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----10/26/99 16: READY harding 10/26/99 22:5 harding
 CRIME 165 ZZZ4 -----
 VOTOP LES 08 GLADWIN MURDER FOR HIRE UPD DC VO(CR 16 0:00 0:28-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----
 10/25/99 08: READY giles 10/25/99 13:2 orozco CR 168 ZZZ4 -----
 MCU LANDR 04 THREATS TO CHILDREN CH GFX 0:00 0:22-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----06/16/98 15: READY harding 11/29/99 23:4 harding
 ZZZ4 -----
 2SHOT TC/DS C05 WOMEN AND GUNS LL INTRO 0:00 0:23-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----
 10/27/99 19: READY lee 11/09/99 05:5 walkons LIFESTYLE M- ZZZ4 VMALL JANIS B08 DOMESTIC ABUSE
 SS INTRO 0:00 0:18-----DATE STATUS PROOFER LAST REVISION REVISOR TAPE # STATUS ----
 --12/23/99 17: READY harding 12/24/99 06:4 walkons LIFE 75 ZZZ4 -----
 MCU JANIS A10 FLINT MURDER ARREST (FROM 6 CH VO 0:00 0:22-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----12/22/99 15: READY harding 12/23/99 03:2 utley
 CRIME 166 ZZZ4 -----

5) Substance Abuse

• Hot Topics

LOC/PA

12/22/99 @ 12 noon 3:00

Guest: Keith O'Neal, Director of "Party 4 Life"

Topic: Keith discussed "Party 4 Life," a fun, safe, alcohol-free alternative for celebrating the new year. The night is filled with fun things to do such as bowling, basketball, roller skating, and laser tag.

• PSA

LOC/PSA

12/06/99 - 12/29/99
 One :05 spot ran 46 times

"Party 4 Life" - this spot advertised a safe, alcohol-free party for kids to celebrate the new year.

• News

LOC/NEWS

-----MCU KEITH 15 STUDENT DRUG USE SURVEY CH VO/GFX 0:00 0:31-----DATE STATUS
 PROOFER LAST REVISION REVISOR TAPE # STATUS -----11/22/99 15: READY harding 11/22/99 22:2
 harding crime 165 ZZZ5 -----
 -----WIPE LES 14 HOLIDAY DRINKING VO(FILE) 0:00 0:25-----DATE STATUS
 PROOFER LAST REVISION REVISOR TAPE # STATUS -----12/23/99 09: READY orozco 12/23/99 12:3
 orozco MORGUE 24 zzz5 -----

MCU LES 14 POT SMOKING & KIDS (CNN 9A- VO 0:00 0:27-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----11/22/99 09: READY orozco 11/22/99 12:4 orozco
 CRIME M-165 ZZZ5 -----

6) Concerns of the Disabled and Elderly

- Hot Topics ~ LOC/PA 10/22/99 @ 12 noon 3:00

Guest: Larry Hauck of the Cystic Fibrosis Foundation

Topic: Dozens of mid-Michigan's most popular chefs prepared their favorite dishes for the public to enjoy for the Celebrity Chef Charity Challenge. Larry discussed this annual fundraiser held to support Saginaw's Cystic Fibrosis Foundation, which includes research and patient care for those stricken with CF.

- "60 Minutes" CBS/PA 10/17/99 @ 7:00pm 15:00

Topic: "Why So Expensive" - a report on problems resulting from the rising cost of prescription drugs in the U.S., focusing on the plight of senior citizens, many of whom have no health insurance to offset the cost of medication they need to keep them alive. As a last resort, some of these seniors are traveling to Canada or Mexico where the same drugs are sold at a fraction of the price.

- News LOC/NEWS

MCU LES 44 WALKING/SENIORS LG VO (AM) 0:00 0:19-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----10/12/99 05: READY giles 10/12/99 12:4 rodgers MED
 M-124 ZZZ6 -----
 VWAL LESLI 18 SENIOR SCAM KM INTRO 0:20-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----04/01/92 00: READY renz 10/08/99 17:4 farrell
 CRIME 170 ZZZ6 -----
 ----- B05 NURSING HOME PART 1 JK PKG 4:22 0:00-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----11/26/99 09: READY kiertzner 11/30/99 00:5 walkons
 FLINT 380 ZZZ6 -----
 2SHOT OM/LA 02 NURSING HOME PART 2 JK LEAD/VO 0:00 0:29-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----11/27/99 10: READY kiertzner 11/30/99 18:2 farrell
 FLINT 384 ZZZ6 -----
 VWALL LES 12 SENIOR HOLIDAY SCAMS INTR-OPE 0:09-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----03/02/95 20: READY sheppard 12/06/99 12:3 orozco
 GEN 209 ZZZ6 -----
 2SHOT om/la 06 NURSING HOME PART 3 JK INTRO 0:00 0:25-----DATE STATUS PROOFER
 LAST REVISION REVISOR TAPE # STATUS -----11/27/99 15: READY kiertzner 12/01/99 17:1 farrell
 FLINT 385 ZZZ6 -----

8) Jobs/Unemployment

- Hot Topics

LOC/PA

12/08/99 @ 12 noon 3:00

Guest: William Holmes, President, Executive Board of Restoration Community Outreach

Topic: William discussed the Restoration Community Outreach of Saginaw, which brings together churches, local government, and dozens of other area groups to offer hope and solutions to the problems faced by the jobless and homeless.

- News

LOC/NEWS

WIPE DS/TC A42 HOLIDAY JOBS (mon3amcnn/ax CW VO 0:00 0:23-----DATE STATUS PROOFER
LAST REVISION REVISOR TAPE # STATUS -----10/13/98 05: READY giles 10/20/99 06:0 walkons BIZ
76 ZZZ8 -----
WIPE DIANN A08 NISSAN LAYOFFS MON4ACBS NAO LG VO 0:00 0:11-----DATE STATUS PROOFER
LAST REVISION REVISOR TAPE # STATUS -----10/13/98 05: READY giles 10/20/99 06:0 walkons AUTO
36 ZZZ8 -----
WIPE LANDR 14 FOOD FOR FAMILIES LF VO 0:19-----DATE STATUS PROOFER
LAST REVISION REVISOR TAPE # STATUS -----11/19/99 13: READY farrell 11/19/99 17:1 landry LIFE
70 ZZZ8 -----
MCU TERRY A16 SAGINAW RESCUE MISSION** CD VO (FRED 0:00 0:19-----DATE STATUS PROOFER
LAST REVISION REVISOR TAPE # STATUS -----11/07/99 12: READY daniel 11/08/99 02:2 walkons edit
ZZZ8 -----
2SHOT LA/OM 02 VOL. FIREFIGHTER SHORTAGE MS INTRO 0:00 0:23-----DATE STATUS PROOFER
LAST REVISION REVISOR TAPE # STATUS -----01/07/97 13: READY yenz 12/01/99 17:5 farrell FLT
387 ZZZ8 -----

9) Apathetic/Uninformed Voters

- "Face the Nation"

CBS/PA

10/24/99 @ 12 noon 60:00

Topic: A panel of guests discussed 'Campaign 2000' and several of the issues in which voters are interested.

- News

LOC/NEWS

-----FRZ LANDR 13 ELECTION COVERAGE LF GFX 0:22-----DATE STATUS
PROOFER LAST REVISION REVISOR TAPE # STATUS -----02/02/99 12: READY farrell 10/29/99 17:5
farrell zzzp -----

VWALL OMARA 10	FLINT MAYORAL DEBATE	KL	VOBB/VO	0:30	0:25	10/22/99	23:2	STATUS PROOFER
LAST REVISION	REVISOR TAPE #	STATUS	-----10/22/99 17: READY	harding	10/22/99	23:2	harding	STATUS PROOFER
EDIT/EDIT	ZZZZ							
2SHOT DS/TC A07	GUNS AND LAWS INTRO	KL	INTRO	0:00	0:18	11/10/99	07:5	STATUS PROOFER
LAST REVISION	REVISOR TAPE #	STATUS	-----11/06/99 17: READY	landry	11/10/99	07:5	walkons	STATUS PROOFER
CRIME 169	ZZZZ							
WIPE DS/TC A13	VOTER APATHY	CW	VO	0:18	0:18	11/03/99	05:5	STATUS PROOFER
LAST REVISION	REVISOR TAPE #	STATUS	-----07/31/98 07: READY	daniel	11/03/99	05:5	walkons	STATUS PROOFER
LOCAL GOV M- ZZZP								
VWALL JANIS A12	MARLUJANA INITIATIVE	LL	INTRO	0:00	0:10	12/23/99	01:3	STATUS PROOFER
LAST REVISION	REVISOR TAPE #	STATUS	-----12/22/99 14: READY	lee	12/23/99	01:3	walkons	STATUS PROOFER
GENERAL 211	ZZZZ							
2SHOT KO/KL 31	RESIDENCY LAW	CH	RDR	0:00	0:25	12/08/99	19:3	STATUS PROOFER
LAST REVISION	REVISOR TAPE #	STATUS	-----12/08/99 14: READY	harding	12/08/99	19:3	daniel	STATUS PROOFER
ZZZZ								

10) Environmental Issues

• News

LOC/NEWS

MCU ILENE A41	GENETIC CROPS MON8PCNN AX-2	LG	OPEN/PKG	2:00	0:15	10/06/99	05:5	STATUS PROOFER
LAST REVISION	REVISOR TAPE #	STATUS	-----09/29/99 06: READY	walkons	10/06/99	05:5	walkons	AG
10	ZZZX							
MCU LESLI 10	CHEMICAL LEAK - CMU	VO		0:20	0:20	10/05/99	18:1	STATUS PROOFER
LAST REVISION	REVISOR TAPE #	STATUS	-----10/05/99 16: READY	farrell	10/05/99	18:1	farrell	ED
51	ZZZX							
MCU TERRY A15	BURNING TREES	CW	VO	0:00	0:28	11/26/99	06:1	STATUS PROOFER
LAST REVISION	REVISOR TAPE #	STATUS	-----01/28/98 08: READY	daniel	11/26/99	06:1	walkons	
FILE	ZZZX							
MCU LANDR 11	PLUTONIUM CONTROVERSY	EJ	INTRO/MA	0:26	0:26	11/01/99	18:2	STATUS PROOFER
LAST REVISION	REVISOR TAPE #	STATUS	-----01/07/97 13: READY	renz	11/01/99	18:2	farrell	
ZZZX								
MCU LES 08	VEHICLE EMISSION STANDARDS	LG	VO (AM)	0:00	0:23	12/21/99	12:4	STATUS PROOFER
LAST REVISION	REVISOR TAPE #	STATUS	-----12/21/99 07: READY	giles	12/21/99	12:4	crozco	AUTO
M-39	ZZZX							
MCU TERRY A07	FLUSHING-OIL SPILL	CH	VO	0:00	0:34	12/07/99	05:2	STATUS PROOFER
LAST REVISION	REVISOR TAPE #	STATUS	-----03/11/94 14: READY	renz	12/07/99	05:2	walkons	
FLINT 384	ZZZ							