

Quarterly Issues & Programs Report

July 1, through September 30, 2002

**Jenelle Gilbert
Ryan Renz**

Section Two: Issues & Programs Report

Overview: The following is the quarterly "Issues & Programs" report placed in the public file of WNEM-5 on October 10, 2002. The report covers the period from July 1, 2002- September 30, 2002. The report is based on ten significant problems and needs determined by WNEM-5's community ascertainment. (see above) Below each problem/need is a brief description of some news segments and public service announcements broadcast during the quarter designed to address the problem or need.

Section One: Problems & Needs

Overview: Based on W/NEM-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. Substance abuse
2. Support of community youth activities/
Lack of activities for youth
3. Education (lack of funding)
4. Roads (need improvement/construction)
5. Safety issues (personal/civic)
6. Lack of spiritual/moral values
7. Gangs/hate crimes
8. Unemployment
9. Needs of the working poor
10. Racial issues/tension



Bay City, Michigan

July 1, through September 30, 2002

ISSUE/TITLE/SOURCE PROGRAM/TYPE DATE/DURATION

1) Substance abuse

* 5AM News LOC/NEWS 08/20/02 :22

"Tax-free cigarettes" – Officials of the Michigan Department of Treasury claim ads in some newspapers are selling tax-free cigarettes, which can land the seller—and the buyer in jail.

* 6PM News LOC/NEWS 08/30/02 2:23

"Drunk driving" – A jury in Saginaw county convicted Christopher Sandoval of drunk driving causing the death of two local teens.

* 11PM News LOC//NEWS 07/17/02 :20

"Teens and drugs" – A study of 6th and 12th grades shows a drop of use of drugs by 22% over the past year.

* 5PM News LOC/NEWS 08/20/02 :15

"Pot Bust" – In Frankennuth, Saginaw county sheriff deputies are busting marijuana growers across the area, harvesting the plants before the growers have a chance to.

2) Support of community youth activities/Lack of activities for Youth

*5:30PM News

LOC/NEWS

08/01/02

:29

“Equal time for sports” – A federal judge ruled “no” to the Michigan High School Athletic Association’s plan to create equal scheduling for the state’s high school boys and girls teams. The organization has until October 30th to choose from 3 other options.

*11PM News

LOC/NEWS

08/26/02

:15

“Saginaw Tax Cap” – The Saginaw Tax cap issue is heating up. A laundry list of local attractions and services could be compromised if the cap is not lifted.

*6PM News

LOC/NEWS

07/17/02

:20

“Teens to Toronto” – Local teens head north to visit with Pope John Paul in Toronto today in honor of World Youth Day.

*Longway Planetarium PSA

LOC/PSA

:60

Aired 170 times

Longway Planetarium offers a fun way for the entire family to learn about the marvels of the universe.

4) Roads (need improvement/construction)

- | | | | |
|---|----------|----------|-----|
| * 11PM News | LOC/NEWS | 08/21/02 | :21 |
| "Hop the Bus" – Two dozen politicians educators and community leaders rode the bus to school with students this morning as part of the annual "Hop the Bus" tour. Making sure students have a safe, good trip on the first day of school. | | | |
| *08AM News | LOC/NEWS | 09/29/02 | :30 |
| "Road warranties" – "Some Michigan road projects will include a performance warranty next year. The agreement stipulates contractors pay for and fix any problems not caused by normal wear and tear. | | | |
| * 11PM News | LOC/NEWS | 09/13/02 | :20 |
| "Erratic driving" – A semi-truck driver on I-675 in Saginaw township was driving erratically while hauling liquid oxygen which is flammable. | | | |
| * 11PM News | LOC/NEWS | 08/20/02 | :17 |
| "Construction work" – Construction work on I-75 south will begin on 09/04/02 closing the expressway down for bridgework. It will be after Labor Day before construction is completed. | | | |

5) Safety Issues (personal/civic)

*11PM News	LOC/NEWS	07/26/02	:16	
“West Nile Virus” – Dead birds found carrying the West Nile Virus have increased in Bay and Saginaw counties. The Mosquito Control has offered to pick up any dead crows found. There are no human cases of the West Nile virus in Michigan so far.				
*6PM News	LOC/NEWS	08/12/02	:15	
“Pilots background check” – Would-be pilots in Michigan will be required to get a FBI background check due to the ‘09/11’ incident.				
*5:30PM News	LOC/NEWS	08/26/02	:22	
“Building sealed” – The University of Michigan Chemistry building was sealed off due to radioactive contamination from a chemical called P-32.				
*5:30PM News	LOC/NEWS	08/01/02	:25	
“Home Depot” – Home Depot stores are recalling an electrical testing meter used to measure voltage and current of electric powered equipment. It could give an inaccurate reading that poses a shock or electrocution hazard.				
*Buckle your Baby PSA	LOC/PSA		:60	Aired 100 times
This WNEM TV-5 PSA urges parents and caregivers to correctly buckle up their children.				

7) Gangs/hate crimes

* 11PM News LOC/NEWS 09/04/02 :18
"Suspicious envelopes" – Someone dropped off a series of suspicious envelopes containing white powder at nine Boston area police stations. Hazmat teams were sent to investigate and determined the powder was not anthrax and contained no health threat.

*SPM News LOC/NEWS 07/25/02 1:30
"Gun Violence" – A young girl has died due to gun violence from her stepfather who the other surviving daughters claim he had sexually abused for years.

*SPM News LOC/NEWS 09/27/02 :30
"Safe night" – Safe Night at the Buena Vistas Community Center offers presentations on non-violence, anger management, and violence avoidance as part of a program aimed at preventing youth violence.

* Ad Council NAT/PSA :30 Aired 31 times
This PSA advocates stopping hate crimes.

8) Unemployment

*5AM News LOC/NEWS 08/18/02 :16
"Airport screeners" – Airport security screener positions are available at MBS or Bishop airports. Apply at the Michigan works offices. The jobs pay between 23 – 60 thousand a year.

*SPM News LOC/NEWS 07/17/02 :12
"Michigan unemployment" – The Michigan unemployment rate is up again to 6.5%, higher than last year at this time.

*SPM News LOC/NEWS 07/29/02 :13
"Huron Medical picket" – Workers including dietitians, nurse's aides, and maintenance at Huron Medical Care Facility in Bad Axe are picketing because they have been working without a contract since December.

9) Needs of the working poor

*11PM News

LOC/NEWS

08/26/02

1:15

“Saginaw Tax cap” – The Saginaw Tax cap will be put to the vote. The current tax dollar cap is set at 5 point 6 mils and has been in place since 1979. Many services will be cut if the cap is not lifted.

*11PM News

LOC/NEWS

08/23/02

:15

“Stuff the Vue” – A TV-5 event helping needy mid-Michigan students obtain the proper supplies for school.

*11PM News

LOC/NEWS

08/29/02

:16

“Head start” – Congressman Dale Kildee has earmarked a \$5 million dollar grant for the children’s Head Start program for Genesee County. Head Start already helps over 2000 low-income kids in the county.

10) Racial issues/tension

*5PM News

LOC/NEWS

09/06/02

:27

“Vision 20/20” – Saginaw County’s Vision 20/20 is making progress towards its goal of racial harmony. This task force will make out an action plan from the survey results it recently conducted.

*11PM News

LOC/NEWS

09/24/02

:16

“Gang shooting” – A man was shot in Saginaw’s west side in a gang related drive by shooting today.

*11PM News

LOC/NEWS

07/10/02

:20

“Race relations” – Saginaw community leaders and city officials met today to discuss a task force to address/improve race relations as it pertains to the city of Saginaw.

* Scope

LOC/PGM

Aired 13 Sundays 5-5:30AM

Half hour program focusing on spiritual and moral values and family issues. This show is produced by the Catholic Diocese of Saginaw and is hosted by local parish priest, Father David Parsch.

Exhibit A
WNEM5 Educational and Informational PSA's Ran During July 1 - September 30, 2002

Name	Source	Local State/National	Subject Area	PSA Time (seconds)	Number Ran	Total PSA Time (minutes)
Tie	Ad Council	National	Importance of education	:60	167	167
Yours/Them	Boys & Girls Town	National	National Hotline for kids in trouble	:60	140	140
Shared Food	Ad Council	National	Help undernourished children	:60	19	19
Summer	Flint Cultural Center	Local	Children's learning exhibits	:30	32	16
Bob Costa	Parents as Teachers	National	Parents - role models	:30	49	24
Hate crime	Ad Council	National	Stop hate crimes	:30	31	15
Casey at Bat	Latter Day Saints	National	Importance of parental guidance	:90	24	36
Wiggins Kids	Ad Council	National	Drunk driving	:30	20	10
Appreciate	Foundation for a Better Life	National	Parents as role models	:30	29	14
Longway	Longway Planetarium	Local	Learning exhibits	:30	142	71
				:15	28	7
Image/Donut	Buckle your baby	Local	Child safety belts	:60	100	100

COMMERCIAL LIMIT CERTIFICATION

Exhibit No. 1

**List of Children's Programming Aired
During Certification Period**

"Children's programming" when used here means programming originally produced and broadcast primarily for an audience of children 12 years old and under.

Station: **WNEM-TV**

Certification Period Dates: 07/01/02-09/30/02

Blues Clues
7:00-7:30AM on 07/07/02, 07/14/02, 07/21/02, 07/28/02,
08/04/02, 08/11/02, 08/18/02, 08/25/02, 09/01/02,
09/08/02, (also aired on 09/14/02 7:00-7:30AM and
09/28/02 7:00-7:30AM)

Little Bill
7:30-8:00AM on 7:00-7:30AM on 07/07/02, 07/14/02,
07/21/02, 07/28/02, 08/04/02, 08/11/02, 08/18/02,
08/25/02, 09/01/02, 09/08/02

Bob, the Builder
7:00-7:30AM on 07/06/02, 07/13/02, 07/20/02,
07/27/02, 08/03/02, 08/10/02, 08/17/02, 08/24/02,
08/31/02, 09/07/02

Dora, the Explorer
7:30-8:00AM on 07/06/02, 07/13/02, 07/20/02,
07/27/02, 08/03/02, 08/10/02, 08/17/02, 08/24/02,
08/31/02, 09/07/02, 09/14/02, 09/21/02, 09/28/02

Franklin
11:00-11:30AM on 07/06/02, 07/13/02, 07/20/02,
07/27/02, 08/03/02, 08/10/02, 08/17/02, 08/24/02,
(also on 08/17/02 12-12:30PM and 09/14/02 12-12:30PM)

As Told by Ginger 11:00-11:30AM on 09/14/02, 09/21/02, 09/28/02

Hey Arnold
7:00-7:30AM on 09/15/02, 09/22/02, 09/29/02 (also on
09/21/02 7:00-7:30AM)

Wild Thornberrys 7:30-8:00AM on 09/15/02, 09/22/02, 09/29/02

Certifying person's initials

COMMERCIAL LIMIT CERTIFICATION

I, Steve Sabato, in my capacity as Vice President & General Manager of television station WNEM-TV, Channel 5, Bay City, Michigan, hereby certify that for the period from July through September 30, 2002:

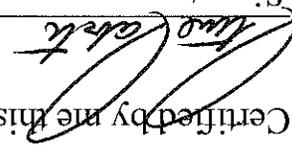
1) I am familiar with the commercial limits imposed by Section 73.760 of the FCC's rules (no more than 12 minutes per clock hour of commercial material may be broadcast during children's programming during the week, and no more than 10 1/2 minutes per clock hour on weekends);

2) Attached as Exhibit 1 is a true and correct list of all children's programming aired during the period listed above;

3) Attached as Exhibit 2 is a complete list of all instances in which the commercial time limits were exceeded for the programs listed in Exhibit 1 during the period listed above.

4) "Children's programming" when used here means programming originally produced and broadcast primarily for an audience of children 12 years old and under.

Certified by me this 9th day of September, 2002.


Signature
Vice President & General Manager
Title

COMMERCIAL LIMIT CERTIFICATION

Exhibit No. 2

List of all instances in which commercial time limits were exceeded.

Station: WNEM-TV

Certification Period Dates: July 1 -- September 30, 2002

- NONE -

Certifying person's initials

Handwritten initials in cursive script, appearing to be 'JF'.

Exhibit B
Non-broadcast Efforts Between July 1 – September 30, 2002

1. **GRAM THE VAN – WNEM-TV** sponsored event took place in Saginaw, Michigan on August 23 and 24, 2002. It is a benefit for the United Way/Local students.
2. **BUCKLE YOUR BABY – WNEM-TV** car seat check on September 14th in Flushing, MI and September 28 in Clio, MI.
3. **TAKE A LION TO SCHOOL – WNEM-TV** essay contest took place September 2-27 whereby the winner has the opportunity to have a Detroit Lion visit his/her school. The contest was open to ages 7-11 in all of the WNEM-TV viewing area.



CBS TELEVISION

51 WEST 52 STREET

NEW YORK, NEW YORK 10019-6188

(212) 975-4321

Re: **CHILDREN'S TELEVISION COMMERCIAL LIMITS REPORT**

Dear General Manager:

September 30, 2002

Attached is the CBS Television Network Certification of Compliance with the Children's Television Commercial Limits for the Third Quarter of 2002. Please give the certificate to the individual at your station responsible for the public file.

As you know, the Children's Television Act of 1990 requires every television station to place in its public file, no later than the tenth day after each quarter, documents certifying that all children's programming broadcast by the station during the quarter did not exceed the commercial limits imposed by the Act.

The attached document, which is suitable for placement in your public file, certifies that regularly scheduled children's programs distributed by the CBS Television Network were formatted to comply with the commercial limits, if they were broadcast by affiliates according to the sequence and schedule recommended by the Network in the order wire for the programs. You should augment this network certificate with additional documentation certifying that your station broadcast the core programs according to the sequence and schedule recommended by the Network, or, if you did not do so, that all the programs, as broadcast, nevertheless did not exceed commercial limits.

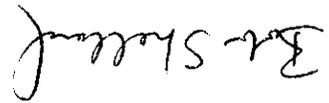
With regard to non-regularly scheduled children's programs, the attached document certifies that such programs distributed by the CBS Television Network were formatted to comply with the commercial limits. You should augment this network certificate with additional documentation certifying that in broadcasting these non-regularly scheduled network programs, your station did not exceed the station break time formatted for local affiliate commercials.

In addition to your responsibilities with respect to network programming, you must place in your public file certification of commercial compliance for any other children's programs subject to the commercial limits (i.e., programs designed and broadcast primarily for an audience of children aged 12 and under) broadcast by your station within the quarter. You may wish to speak with your broadcast counsel about such reports.

Information pertaining to network programming to assist in your preparation of the Third Quarter, 2002 Children's Television Programming Report on FCC Form 398 was mailed to you on September 13, 2002.

If you have any questions, please contact your Affiliate Relations Regional Director or give me a call (212-975-4195).

Best regards,



Robert D. Shellard
Vice President, Planning and Administration
Affiliate Relations

CERTIFICATION OF COMPLIANCE
WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS
July 1, 2002 - September 30, 2002

During the above period, the CBS Television Network ("CBS"), a unit of Viacom Inc., disseminated to its owned and affiliated stations the following weekly programs originally produced and broadcast primarily for an audience of children 12 years of age and under:

BOB THE BUILDER
DORA THE EXPLORER
BLUE'S CLUES
LITTLE BILL
FRANKLIN
~~OSWALD~~
HEY ARNOLD!
THE WILD THORNBERYS
AS TOLD BY GINGER
~~PEL SWICK~~

All of these programs were disseminated for weekend broadcast by CBS affiliates and owned stations.

I hereby certify that the children's programming disseminated by CBS during the period July 1, 2002 through September 30, 2002, was formatted to contain no more than the maximum amount of commercial time permitted under the Communications Act, as amended, 47 U.S.C. §303a, and 47 C.F.R. §73.670. Specifically, I certify that, in the form and sequence in which the programming was disseminated by CBS to its owned and affiliated stations for broadcast:

(1) Each hour of weekend children's programming (containing either one hour-long program or two consecutive half-hour programs) contained more than ten and one-half minutes (10:30) of network commercials and was formatted to contain no commercials supplied by the local station;

(2) When, due to preemptions, the network disseminated during the weekend a half-hour children's program which was not part of an hour's block of children's programming, that program contained no more than five minutes fifteen seconds (5:15) of network commercials and was formatted to contain no commercials supplied by the local station.



Matthew Margo
Vice President, Program Practices

Date: September 30, 2002

NEP/5730