



Quarterly Issues & Programs Report

October 1 through December 31, 2001

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Section One: Problems & Needs

Overview: Based on WNIEM-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. Safety Concerns
2. Education
3. Jobs/Unemployment
4. Domestic Violence
5. Health Concerns
6. Crime
7. Substance Abuse
8. Children's Health Issues
9. Agricultural Issues
10. Lack of spiritual/moral values

Section Two: Issues & Programs Report

Overview: The following is the quarterly "Issues & Programs" report placed in the public file of WNEM-5 on January 10, 2002. The report covers the period from October 1, 2001 - December 31, 2001. 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 programs broadcast during the quarter designed to address the problem or need.

Saginaw, Michigan

October 1 through December 31, 2001

<u>ISSUE/TITLE</u>	<u>PROGRAM/TYPE</u>	<u>DATE/TIME/DURATION</u>
1) Safety Concerns		

*Noon News
LOC/NEWS
10/25/01 :24
"No Michigan Anthrax" - this story provides information that no cases of Anthrax have been discovered or reported in the state of Michigan, despite widespread concerns and reports of such cases in different locations around the country.

*11 p.m. News
LOC/NEWS
10/18/01 :25
"Hazmet Talks" - Bay City Fire Dept. has been awarded grant funds for various community safety upgrades, including funding for the City's Hazardous Materials Unit.

*TAKE 5
LOC/NEWS
10/24/01 1:27
"Saginaw Fights Terrorism" - The City of Saginaw will spend over 100,000 to brace against terrorism, including everything from I.D. badges to more sophisticated safety equipment.

*Michigan National Guard STATE/PSA :30 ran @100X
State of Michigan/Army National Guard - these spots promote the important protection offered by the
National Guard.

*48 Hours NAT/NEWS 10/05/01 60 min
"Safe at Home?" reports on the aftermath of the Sept. 11 terrorist attacks on the World Trade Center and
Pentagon including pieces on bioterrorism, local EMT preparedness, London's Scotland Yard and other information.

2) Education

*Take 5 LOC/NEWS 12/14/01 1:34
"Flint Athletes GPA's" - The Flint Board of Education has been discussing the problem of athletes getting a break
through lower GPA standards.

*Noon News & Take 5 LOC/NEWS 10/16/01 :23 & :28
"Birch Run Teachers" - This story focused on a strike by teachers in this mid-Michigan community. They've been
working without a contract since August and have set up informational pickets to inform the public of their problem.

*6 p.m. news LOC/NEWS 10/22/01 :27.
"Carnan-Ainsworth Elections" - This school district is holding special public meetings this week to track local
opinion about a special bond election planned to raise revenue for repairs to school buildings.

*Ready to Read

STATE/PSA

2 :30's ran @ 130X

These spots promote the importance of getting children off to a good academic start by teaching them to read and exposing them to books at an early age.

3) Unemployment

* 6 p.m. & 11 p.m. News

LOC/NEWS

12/14/01 :25 & :44

"GM Layoffs" - General Motors announced thousands of additional lay-offs, and many of those are in Michigan. One piece of good news for the state is that one assembly unit will be relocated to Flint from another state.

*Noon News

LOC/NEWS

12/20/01 :25

"Unemployment help" - State of Michigan legislators are considering a bill to give additional assistance to unemployed persons. In a recent announcement, it was revealed that the state's unemployment rate is at a seven year high.

*Wake-Up

LOC/NEWS

10/31/01 1:21

"Ford CEO Change" - With state unemployment figures on the rise the Ford Motor Company has announced the appointment of a new CEO in attempts to create a turnaround in that company. This story obviously has implications for the state and mid-Michigan area.

*Food Bank of Eastern Michigan

LOC/PSA

4 spots :15's and :30s'
ran 30X total

These spots promoted a campaign for this agency, which provides food for the needy. When unemployment rates go up these services are needed more than ever, and additional dollars are required. These spots tie into a print campaign promoted in the Flint Journal.

4.) Domestic Violence

*Take 5

LOC/NEWS

10/14/01 1:20

"Week Without Violence" - During this time of war and talk of revenge the area YWCA's are promoting non-violent alternatives for domestic disagreements. In this story, Bay City's WYCA Director gives pointers for keeping stress down and arguments at a low level.

*Take 5

LOC/NEWS

10/11/01 :37

"Rape Victim Talks" - This story featured an interview with a victim of domestic violence...a woman who was kidnapped, raped and held hostage by a Saginaw man.

*"Children's Defense Fund"

STATE/PSA

1 :30 ran @30X

This public service spot encourages Michigan voters to check off a box on the state's ballots, which earmark a small portion of tax returns to go to the Children's Defense Fund. This fund is used by child abuse councils throughout the state for prevention and education.

*Whaley Children's Center

LOC/NEWS

:30 spot ran 4X

This psa highlights the work of Whaley Children's Center in Flint. For several decades abused or neglected children have found a refuge at Whaley. The services of the center have been expanded to include children from throughout the state.

*WNEM-5 News Series

LOC/NEWS

Segments ran in various

newscasts Nov. 26, 27, 28

"Justice for Dustin" - this series chronicled the life and abuse of a young Genesee County boy who was born cocaine-addicted, placed in a foster home but given back to his birth mother at age 2, and was found dead months later, due to an overdose of drugs his mother gave him to keep him under control.

5) Health Concerns

*11 p.m. News

LOC/NEWS

10/17/01 1:11

"Eye Cancer" - Patients diagnosed with eye cancer now have a new option for treatment. Recent developments have brought about the availability of a radiation procedure that destroys cancer cells without the risk of vision loss.

*Wake-Up

LOC/NEWS

10/17/01 :34

"Flu Vaccine" - About 79 million doses of flu vaccine will be available across the country this year. Those in high risk groups such as the elderly are advised to get shots early in the season.

*11 p.m. News

LOC/NEWS

10/17/01 :43

"Medical Truth About Anthrax" - A local expert provides information and some basic medical facts about this dreaded disease which has been in the news so much lately. Doctor's offices and emergency rooms have been bombarded with questions from concerned citizens, and there is a lot of myth misunderstanding about the illness.

*60 Minutes II

NAT/NEWS

10/17/01 @8 min

"The Anthrax Scare" - A report about the properties and effectiveness of anthrax in the mail and other delivery systems,

including an interview with William Patrick, a bioterrorism expert who feels that the anthrax scare may be as dangerous as the disease itself.

6) Crime

*CRIMESTOPPERS

LOC/PSA

12 :60's ran @160X

These spots run in continuous rotation and feature law enforcement personnel discussing a "Crime Of The Week" and encouraging viewers to phone in tips on these unsolved cases. These spots depict crimes taking place throughout the mid-Michigan area.

*WakeUp

LOC/NEWS

1:23

"Crime Summit" - A summit has been convened to determine the status of serious crime in Saginaw County. The news is good, an indication that overall, crime is down in the area. In fact, according to summit results, it is the safest it's been in 30 years.

*WakeUp

LOC/NEWS

1:25

"Chenita Thomas" - A 21 year old murder case is closer to being solved by bone-sniffing dogs. DNA tests will be done to see if they belong to Chenita Thomas, a Saginaw woman who disappeared mysteriously. This story illustrates the important work done by these highly trained canines.

*6 p.m. News

LOC/NEWS

:24

"Chippewa Murder Trial" - A Saginaw woman is charged with hiring a hit man to murder a Chippewa Indian tribal leader and his wife.

7) Substance Abuse

*Talk Spot

LOC/P5A

:30 ran @45 times

"The Halo" - features a man who was injured in a drinking and driving automobile accident. This individual gives a strong testimonial about the dangers of drinking while intoxicated.

*11 p.m. News/WakeUp

LOC/NEWS

12/21 & 12/22 1:10 & :30

"Meth Bust" - One of the state's largest drug operations has been busted by Genesee County authorities. Seven people in this ring have been charged with illegally dealing with methamphetamines.

*11 p.m. News

LOC/NEWS

11/25/01 :17

"Cocaine Bust" - Increased boarder security is credited for a significant drug bust off the Florida coast. Over 100 kilos of cocaine were seized by agents on a ship docked in the Cape Canaveral area. Drug enforcement officials found drugs hidden throughout the ship.

*"On Ice"

LOC/NEWS

:30 MIN. 12/8/01 &

12/16/01

Half hour W/NEM-5 News special on the alarming rise in popularity of methamphetamine in Mid-Michigan. It's called speed, crystal, ice, and the "poor man's cocaine," and it's spreading across the country.

8) Children's Health Concerns

*Muscular Dystrophy

STATE/PSA

:30 ran @ 150 times

"The Wish" - this spot addresses the wish of children with Muscular Dystrophy for a cure for this dreaded disease. Research is ongoing and scientists are closer than ever before to finding a cure.

*60 Minutes II

NAT/NEWS

11/28/01 @ 8 min.

"Holy Grail" - this segment looked at new advances into research on stem cells from umbilical cords. Treatment for many genetic and childhood illnesses may be available through this research.

*Buckle Your Baby

LOC/PSA

:60 & :15 psa
ran 147 & 586X

These psas promote WNEM-5's campaign to have all children properly seated in child restraint seats in all vehicles. Through these spots, WNEM promotes our regular car seat safety checks.

*Take 5/6 p.m. News

LOC/NEWS

11/15/01 - @6 min

"Buckle Your Baby Panel" - these segments featured an in-studio panel of child restraint experts, fielding calls and e-mails from viewers, concerning many aspects of safely securing children in vehicles.

9) Agricultural Issues

*Department of Agriculture
NAT/PSA
:30 spot ran 19 times
This spot, called "Volunteer", features actor Morgan Freeman encouraging people to volunteer to protect our country's natural resources. Freeman suggests that American's act as stewards of our farmlands and woodlands, preserving them for future generations.

**Farm and Garden*
LOC/NEWS
30 MIN SHOW
Aired 11 Sundays at 6 a.m.
This program features hosts from the local Farm Bureau, and highlights many agricultural issues from planting concerns and pest control to recipes featuring home-grown food products.

**Ag Day*
NAT/PGM.
30 MIN SHOW
Airs Mon-Fri 4:30 a.m.
This nationally produced program offers latest farm/agricultural news.

*Michigan Rehabilitation Services
STATE/PSA
1 :30 sec spot ran @50 times
"Handicapped Farmer" is the title of this spot, which highlights the problems of Michigan farmers with special needs. It was produced in WNEM-5 studios as a public service.

10) Lack of Spiritual/Moral Values

*SCOPE

LOC/PSA

Airs Sundays 5-5:30 a.m

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

*60 Minutes II

NAT/NEWS

10/14/01 @ 8 min.

"Are We Playing God" explored the growing controversy over the moral and ethical and legal issues surrounding stem cell and embryonic research. The segment featured interviews with prominent educators, "moralists," scientists and clergy.

*America's Promise

NAT/PSA

:30 ran 41X

"Pull Your Weight" - This psa features Secretary of State Colin Powell on behalf of America's Promise, encouraging adults to become involved in the lives of youngsters, providing good moral leadership and role models.

*48 Hours

NAT/NEWS

12/05/01 @ 8 min.

"The Fight To Forgive" - stories of individuals who have overcome incredible obstacles to make peace with their past. Each segment emphasizes the importance of character and conviction in today's world.