

QUARTERLY ISSUES

AND

PROGRAMS REPORT

**WNEM TV5
BAY CITY/FLINT/MIDLAND AND SAGINAW**

April 1 – June 30, 2003

WNEM TV-5 Bay City/Saginaw/Flint, Michigan

April 1 through June 30, 2003

<u>ISSUE/TITLE/SOURCE</u>	<u>PROGRAM/TYPE</u>	<u>DATE/DURATION</u>
1. Unemployment		
*6PM News "Giraham, Sharpton, Kerry, Gep Debates" – Bush is vulnerable on the economy and is repeatedly referred to, with increasing unemployment and deficits.	LOC/NEWS	05/05/03 :55
"Unemployment Numbers" – The April report shows unemployment rose two-tenths of a percent, and 48,000 jobs were lost last month nationwide.	LOC/NEWS	05/10/03 :11
2. Teenage Substance Abuse		
*11PM News "Anti-Drug Summer Campaign" – School's out and how to keep kids out of trouble; options include internet resources for parents, community organization and teen involvement	LOC/NEWS	06/03/03 :24
3. Education		
"Smoke and Child Education" – Studies show adults who smoke may be affecting their child's education.	LOC/NEWS	05/28/03 :18
5:30PM News "Pinconning School Vote" – Third time in a row, the Pinconning School District tax payers will vote for a 33 million dollar bond proposal.	LOC/NEWS	06/04/03 1:59
5/5:30PM News "School Truancy" – Saginaw Crime Prevention Task Force targeting recent crime: One determination: cut down on students skipping school and it'll cut down on crime.	LOC/NEWS	06/04/03 1:15
NOON News "College Cuts Opposed" – Private colleges and universities may suffer under a new budget proposal made by Governor Jennifer Granholm.	LOC/NEWS	06/01/03 :24
5/5:30PM News "Students Build A House" – Fifteen students spend two hours each day building a house, to gain experience and help them decide if construction is a profession they would choose.	LOC/NEWS	05/20/03 1:26

Quarterly Report, April thru June, 2003

Page two

5/5:30PM News LOC/NEWS 05/28/03 1:30
"Challenges Paying for College" – Cost of school continues to soar—could it force students to push aside a higher education.

4. **Need for Volunteers (school and community)**

APWires/MI 06/30/03 :55
"AmeriCorp Cuts" – Non-profit groups involved with the AmeriCorp program says hundreds of activiesare cancelled due to the cuts made in this summer's volunteer programs.

5:30PM NEWS LOC/NEWS 06/13/03 2:04
"Habitat for Humanity" – Kickoff for Habitat for Humanity blitz. Over 100 volunteers with their tools will work on 7 houses, making them into homes, starting on 4th Street in Saginaw.

NOON LOC/NEWS 06/06/03 :22
"Flint Playground Cleanup" – Third annual project playground: Longway Potter Park near Potter Elementary School being beautified. Dozens of people helping to improve and enhance the area.

NOON LOC/NEWS 06/16/03 :55
"River Clean-Up Project" – Small army of volunteers converge along Saginaw River from downtown to Rust Avenue Bridge. Projects range from trash pickup to painting signs and gates on Ojibway Island.

5. **Substance Abuse**

11PM News LOC/NEWS 06/25/03 :21
"Shields Drug Raid" – Shield's couple busted, police found drugs, cash and marijuana.

6PM LOC/NEWS 06/23/03 :21
"Michigan Drug Offenders" – State ends 25-year policy of mandatory minimum sentences for having or selling drugs.

NOON LOC/NEWS 06/03/03 1:56
"Drug Kids Moved to Hotel" – Caro Family Care Center treats adolescents for everything from mental health to substance abuse issues.

6PM News LOC/NEWS 05/26/03 :19
"Drunk Driving Limit" – Legislation being considered to lower legal limit for a person's blood alcohol content.

Quarterly Report, April thru June, 2003

Page three

Weekend Wakeup LOC/NEWS 05/18/03 :24
"Just Say No Rally" – Annual March in Bay City: Goal is to teach kids to avoid drugs and alcohol.

6. Lack of spiritual/moral values

LOC/NEWS

"Church Break In" - Suspects broke into Cross of Christ Lutheran Church and stole religious artifacts and more than \$1,000.

11PM News LOC/NEWS :45
"Talking about Sex" – Should public schools be able to teach birth control and abortion. Bay City School Board accepts the State's policy—keeping that controversial topic out of the classroom.

7. Domestic Violence

11PM News LOC/NEWS 04/14/03 :15
"Michigan School Violence Survey" – The State of Michigan has a survey and a questionnaire to help make sure schools are prepared in case of tragedy.

8. Divorce/Broken Homes

No stories on this topic found.

9. Care for the Elderly

5PM News LOC/NEWS 05/28/03 :15
"Genesys Free Senior Health" – Genesys Athletic Club is celebrating national senior health and fitness day.

5PM News LOC/NEWS 06/03/03 :18
"Senior Olympics" – A handful of area seniors are testing their skills and making new friends.

NOON LOC/NEWS 07/03/03 :21
"Bay County Senior Driving" – A new study shows Bay County ranks fifth in the state for drivers 70 and older, who are injured or killed in accidents.

5PM News LOC/NEWS 06/25/03 :18
"Heat and the Elderly" – Residents at the Tuscola County medical care facility have been dealing with this heat without air conditioning for the last couple of days.

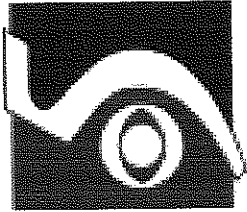
10. Environmental/Pollution Issues

5PM News	LOC/NEWS	06/16/03	:10
----------	----------	----------	-----

“Sars in Trash” – Some Michigan lawmakers wanted to stop trash shipments from Toronto because of SARS.

5PM News	LOC/NEWS	16/16/03	:17
----------	----------	----------	-----

“Stabenow on Trash” – Sixty-thousand people have signed a petition to keep Canadian trash out of Michigan landfills.



Quarterly Issues & Programs Report

January 1, through March 31, 2003

Submitted by Jenelle Gilbert

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. Unemployment
 2. Teenage substance abuse
 3. Education (lack of funding/poor test scores)
 4. Need for volunteers (school and community)
 5. Substance abuse
 6. Lack of spiritual/moral values
 7. Domestic violence
 8. Divorce/broken homes
 9. Care for the elderly
 10. Environmental/pollution issues
-



WNET TV5 Bay City/Saginaw/Flint, Michigan

January 1, through March 31, 2003

ISSUE/TITLE/SOURCE PROGRAM/TYPE DATE/DURATION

1) Unemployment

- *12 Noon News LOC/NEWS 01/23/03 :20
"Michigan Unemployment" – Michigan unemployment rates rose to 5.9 percent last month, and increase over December.
- *5PM News LOC/NEWS 01/03/03 1:22
"Michigan Works!" – The Michigan Works! Office is available to assist the unemployed in job searches and resumes. The office offers free faxing of resumes to potential employers.
- *6PM News LOC/NEWS 03/26/03 :22
"Michigan Unemployment" – Newly released unemployment statistics show mid-Michigan's unemployment rates are staggering compared to the national statistics. Saginaw has 9.1 percent, Flint has 9.8 percent, and Bay City has 8.1 percent. The national average is 6.5 percent.
- *5AM News LOC/NEWS 01/29/03 :13
"Principal Financial Group" – More bad news, the Principal Financial Group, which has offices in Michigan, is laying off 500 people as it restructures its home mortgage business.

*7PM 60 Minutes CBS/NEWS 01/12/03 segment in 1-hour show
"The Age Wave" – Workers over the age of 55 will almost double – a report on the Vita Needle Company of Needham, MA whose policy is to hire senior citizens.

2) Teenage substance abuse

*5AM News LOC/NEWS 01/29/03 :10
"Parents have right" – Parents have the right to invade their children's privacy in order to keep them safe and away from drugs.

*12Noon News LOC/NEWS 02/14/03 :20
"Girls More Easily Addicted" – Researchers say girls are more easily addicted to drugs than boys. Girls are motivated differently than boys also. Girls tend to be drawn to drugs to reduce stress and depression.

*11PM News LOC/NEWS 01/28/03 :45
"Parents meeting on drugs" – Help for parents trying to keep their high schoolers drug-free at an informational meeting at Bay City Western High School. Police showed drug paraphernalia to parents and told them symptoms to look for.

*8AM News" LOC/NEWS 01/13/03 :21
"High school athletes on drugs" – The number of high school athletes taking drugs to build bodies is on the rise. Legal but risky drugs such as steroids and supplements are being used.

3) Education (lack of funding/poor test scores)

- | | | | |
|---|----------|----------|------|
| *6PM News | LOC/NEWS | 03/06/03 | :28 |
| "Governor protects primary education" -- The governor vows to maintain her top priority -- protecting primary education. More than \$11 billion is divided throughout Michigan's schools. K through 12 will continue to get full funding. At risk and early childhood programs will also remain intact. | | | |
| *6PM News | LOC/NEWS | 03/13/03 | 1:36 |
| "Saginaw to get world class schools" -- The Saginaw School Board has approved a five-year \$240-million dollar plan designed to create world class schools for students. It involves closing 9 schools -- 8 elementary and one middle school. | | | |
| *11PM News | LOC/NEWS | 01/31/03 | :21 |
| "State Cuts Funding for Universities" -- Michigan's 15 public universities are expecting their second reduction in state funding in 3 months. Many schools say it's too early to look at tuition increases to cover the losses. | | | |
| *12Noon News | LOC/NEWS | 02/12/03 | :26 |
| "Proposal to close schools in Flint" -- A meeting in Flint went by without any action on a proposal to close schools in Flint. School administrators want to close as many as 18 buildings and lay-off 300 employees. It's an effort to reduce a 29 million dollar budget deficit. | | | |

*6PM News

LOC/NEWS

03/03/03

:23

“Gladwin county – drug problem” – Gladwin, a mid-Michigan county is financially strapped and is using whatever means necessary to stop a growing drug problem. The Gladwin County sheriff and his team are giving their time without pay to get the drugs off the street.

*7PM 60 Minutes

CBS/NEWS

02/19/03

Segment of 1-hour program

“Pitching Prozac” – A report on the drug company Eli Lilly’s campaign to promote its new antidepressant, Prozac Weekly, and the unsolicited mailing of the drug to patients whose names were supplied by doctors and pharmacies.

6) Lack of spiritual/moral values

*60PM News

LOC/NEWS

03/22/03

1:07

“Patriotism during war” – Patriotism is everywhere as individuals and businesses show their support of American troops overseas. Sales of the American flag are at an all time high.

*5PM News

LOC/NEWS

01/20/03

:29

“Homeless Shelters” – The bitter cold of winter means a struggle for survival for the homeless. Mid-Michigan shelters are overflowing with people looking for a warm bed and a hot meal.

*5AM News

LOC/NEWS

01/06/03

:28

“Community Centers – Flint” – Seniors in Flint have a new outlook on life thanks to some clergymen. After a sudden shutdown of the city of Flint’s community centers, area pastors opened up a temporary meeting place for Flint’s seniors.

7) Domestic violence

- *5PM News LOC/NEWS 01/13/03 2:04
“Domestic abuse attorneys” – The department of Justice has given the Underground Railroad shelter a 400-thousand dollar grant for a new program to help domestic violence and stalking victims protect their legal rights.
- *5AM News LOC/NEWS 02/24/03 :23
“Victims know their attackers” - A new study just out claims women usually know their attackers. The Justice department says there were nearly 590-thousand violent acts reported in 2001 by intimate partners against females. The FBI reports that an intimate partner is to blame for one-third of all women murdered in 2000.
- *11PM News LOC/NEWS 03/10/03 :22
“Violent cartoons effect behavior” – A 20-year study at the University of Michigan reveals that violent cartoons you saw as a child could effect your behavior today. Experts advise parents to restraint toddlers and pre-teens from watching violent programs.

8) Divorce/broken homes

- *6PM News LOC/NEWS 03/23/03 :15
“American troops in Iraq” – American troops are having a tough time being away from the home front and loved ones while serving in Kuwait. It’s toughest on those who have loved ones waiting for their return home to safety.
- *11PM News LOC/NEWS 02/01/03 1:30
“Bloomfield Parents” – Rodger Bloomfield hopes his son’s work in space and shuttle missions inspires children everywhere. “Kids need to have heroes”, says Bloomfield. The vision you give the students is the most important thing.
- *5PM News LOC/NEWS 03/25/03 :45

“Step parents of grenade soldier” – A memorial service honoring a hero who lost his life in Kuwait, Captain Christopher Seifert will be honored today. Seifert was killed and 15 other soldiers were injured in a grenade attack. Seifert’s step father and brother talk about their love and his love of life.

*5PM News LOC/NEWS 03/26/03 :22
 “Michigan home front website” – Michigan has its own website for homeland security. The website gives information ranging from how to prepare for a potential terrorist attack to how to prevent ethnic intimidation. The “Our troops” section gives information on local members of the military including troop deployments.

9) Care for the elderly

*5PM News LOC/NEWS 01/06/03 :27
 “Elderly Flint woman attacked” – The elderly must be especially careful when helping out strangers or allowing them into their homes. A Genesee county woman was attacked after giving food and money to a man who told her he was homeless. The man later returned to her house, tied her to a chair and robbed her.

*12Noon News LOC/NEWS 03/04/03 1:43
 “Elderly drug-related injuries” – A new study conducted by the University of Massachusetts Medical school finds people over 65 suffer adverse drug events or injuries due to medications. They estimate there are 1.9 million drug events per year, over a quarter of which may be preventable.

*5PM News LOC/NEWS 01/24/03 :11
 “Flint Aging Grant” – A mid-Michigan agency for the Elderly will get a \$15,000 grant. The money is earmarked for education on diabetes and nutrition, two areas that afflict the elderly in particular.

*5AM News LOC/NEWS 01/23/03 :22

“Senior RX website” – Help is just a mouse click away for senior who need to find programs that will save them money on prescription drugs. Seniors fill out a questionnaire and submit it to the National Council on Aging as part of the Benefits-Check-Op-RX Plan. They will get a personalized report on programs they are eligible for in return.

10) Environmental/pollution issues

*12Noon News

LOC/NEWS

02/06/03

:25

“Dow Chemical Leak” – There was a leak of a plastics chemical this morning at Dow Chemical plant in Midland. The gates of the property were closed and traffic was restricted. The company says air monitoring at the plant’s fence line didn’t detect any leakage beyond the property.

*5PM News

LOC/NEWS

03/27/03

:21

“FBI Chemical Threat Warning” - Terrorists could make a deadly chemical weapon out of materials that can be found easily. The Al-Qaida or other terrorist groups might target subways, hotels or office buildings. Report any unusual activity to the authorities as a safety measure.

*5PM News

LOC/NEWS

03/25/03

:23

“Dow taken to court” - Dozens of Saginaw homeowners are taking Dow Chemical to court. They claim dioxin contamination has caused them years of health problems. They also say because of the pollution their homes are now worthless.

Section Two: Issues & Programs Report

Overview: The following is the quarterly "Issues & Programs" report placed in the public file of WNEM-5 on April 10, 2003. The report covers the period from January 1, 2003- March 31, 2003. The report is based on ten significant problems and needs determined by WNEM-5's community ascertainments. (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.

Exhibit A
WNEM5 Educational and Informational PSA's Ran During January 1 - March 31, 2003

Name	Source	Local State/National	Subject Area	PSA Time (seconds)	Number Ran	Total PSA Time (minutes)
Girl Scouts	Girl Scouts	Local	Child development	:10	17	2
				:15	4	1
				:30	9	4
Carry	Carriage Town	National	Financial aid for families	:30	26	13
Aids Awareness	Ad Council	National	Aids awareness	:90	78	117
				:60	46	46
				:30	13	6
Sloan/	Flint Cultural Museum	Local	Children's learning exhibits	:30	35	17
Big Brothers/Sisters	Ad Council	National	Need for role models	:30	23	11
Child Safety	Saginaw Crime Prevention	Local	Child safety	:60	18	18
				:30	2	1
Rev. Sheffield	African American Heritage	National	Don't smoke while pregnant	:30	46	23
				:15	11	2
Aids Awareness	CBS/Aids awareness	National	Aids awareness	:30	96	47
Loving	AEA Adoption	National	Need for child adoption	:30	11	5
Camp/tie	Ad Council	National	Education for minorities	:60	2	2
Why	Ad Council	National	Race discrimination	:60	8	4
Appreciation	Bonneville	National	Parental support for children	:30	8	4
Priority Children	Phoenix Network/Genesee	Local	Community support for children/child welfare	:30	39	19

Exhibit B

Non-broadcast Efforts Between January 1 – March 31, 2003

1. **WHEELCHAIR BASKETBALL GAME** – WNEM TV5 played a sponsorship role in the second annual Wheelchair basketball game between Sterling Heights and Novel Varsity High School on 02/07/03. It benefits area students that are confined to a wheel chair.
2. **WNEM TV TOURS** – WNEM-TV held tours of the studios at WNEM TV5 for 23 students. Students learn how a commercial television station is run and what it takes to have a career in television.
3. **CHILD PASSENGER SAFETY SEAT CHECK POINT** – WNEM TV5 supported the child safety belt check along with Thumb Area Safe Kids and various health and police departments. It took place on 03/22/03 in Marlette, Michigan.