



Quarterly Issues & Programs Report

January 1, 1998 - March 31, 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. **Drugs/Substance Abuse**
2. **Gangs/Violence/Crimes**
3. **Lack of Activities for Kids**
4. **Communities Working Together**
5. **Education**
6. **Needs of the Elderly**
7. **Health Concerns**
8. **Road Safety**
9. **Lack of Respect for Others**
10. **Teen Pregnancy/Single Parent Homes**

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, 1998. The report covers the period from January 1, 1998 through March 31, 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
January 1, 1998 - March 31, 1998

| ISSUE/TITLE | PROGRAM/TYPE | DATE/TIME/DURATION |
|---|--------------|--|
| 1) Drugs/Substance Abuse | | |
| <ul style="list-style-type: none"> Weekend Wakeup | LOC/PA | 02/07/98 @ 8 a.m. 3:00 |
| <p>Guest: Suzanne Greenburg, Executive Director of the Child Abuse and Neglect Council of Saginaw</p> <p>Topic: Suzanne discussed "Put Your Money Where Your Heart Is" which helps raise money to fight child abuse in Saginaw County. Studies show that child abusers are often addicted to drugs and alcohol.</p> | | |
| <ul style="list-style-type: none"> PSA | LOC/PSA | 01/01/98 - 02/21/98 One :30 spot ran 45 times |
| <p>"National Association of Broadcasters/Don't Drink While Pregnant" - Relays the message to women to not drink while pregnant.</p> | | |
| <ul style="list-style-type: none"> PSA | LOC/PSA | 01/01/98 - 03/31/98 One :30 spot ran 45 times |
| <p>"State of Michigan/Room of Smoke" - Relays the dangers of smoking.</p> | | |

02/23/98 - 03/31/98
Four spots ran 141 times

LOC/PSA

• PSA

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

These spots relay the dangers of drug abuse.

01/04/98 - 03/31/98
Four spots ran 167 times

LOC/PSA

• PSA

"Drunk Driving Campaign/Lauren"
"Aaron"
"Jason"
"Willie"

These spots relay the tragic aftermath of drunk driving.

• News
LOC/NEWS
JAN15 MORN 44 RITALIN USE AND ABUSE LG INTRO 0:00 0:17
JAN14 MORN 10 DRUG HOUSE LG VOBVO 2TPS 0:10 0:34
JAN02 NOON 09 ALCOHOL CRACKDOWN * LG VO (FILE) 0:18
FEB12 NOON 06 DRUG BUST/SAGINAW * LD VO 0:20
FEB11 NOON 13 STUDENTS AND DRUGS * LG RDR 0:19
MAR17 MORN 18.5 DRUNK RIDES * CD FS/GFX 0:00 0:20

2) Gangs/Violence/Crimes

- Hot Topics

LOC/PA

01/28/98 @ 12 noon 3:00

Guest: Suzanne Greenburg of Saginaw's Child Abuse and Neglect Council
 Topic: The C.A.N Council offers education about the dangers of domestic violence and how it can be prevented. Suzanne discussed this mission as well as a big fundraising auction coming up to raise funds for the C.A.N Council.

- PSA

LOC/PSA

01/01/98 - 02/17/98

One :30 spot ran 31 times

“State of MI/Survivor” - This is an anti-domestic violence spot.

- PSA

LOC/PSA

01/01/98 - 03/31/98

One :60 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

| | | | |
|-----------------|---------------------------------------|--------|-----------|
| JAN31 AMWND 10 | FLINT ROBBERY SHOOTING | CW RDR | 0:00 0:26 |
| JAN30 MORN 10 | CHILD PORN/PRIVACY INVASION * CD VO | | 0:00 0:27 |
| JAN18 AMWND 09 | SAGINAW SHOOTING * RE VO | | 0:00 0:35 |
| JAN21 MORN 15 | ANIMAL ABUSE/HORSE KILLED * CD VO | | 0:00 0:27 |
| JAN15 NOON 04.5 | BAY CITY ARMED ROBBERY/JAK*S DC RDR | | 0:00 0:21 |
| FEB23 6PM 17 | FLUSHING TEEN SHOOTING * DC VO ? | | 0:00 0:17 |
| FEB18 NOON 05 | CHILD MOLESTOR/SAGINAW/COOK* AM INTRO | | 0:16 |
| MAR12 6PM 11 | GLADWIN GANG BUST * PN INTRO | | 0:00 0:21 |
| MAR02 6PM 16 | HATE CRIME ON INTERNET * TS INTRO | | 0:16 |

3) Lack of Activities for Kids

- Hot Topics

LOC/PA

01/21/98 @ 12 noon 3:00

Guest: Pat Shallow of the Shrine Circus

Topic: The annual Shrine Circus is arriving in town this week, providing a great family opportunity for fun and activities for everyone.

- Weekend Wakeup

LOC/PA

01/24/98 @ 8 a.m. 3:00

Guest: Jim Krimbill, Tournament Director for the Dow Corning Tennis Championships

Topic: Jim discussed the tournament, which brings in many big names in the world of tennis. This tournament features a lot of attractions and workshops for kids.

- Hot Topics

LOC/PA

02/18/98 @ 12 noon 3:00

Guest: Terry Lenz of the Heritage High Athletics Boosters

Topic: Heritage High has a tradition rich in sports programs and curriculum. This segment focused on some fundraising efforts to continue and enrich that tradition.

- PSA

LOC/PSA

03/01/98 - 03/31/98

Three spots ran 57 times

"4-H/Are You Into It" - The spots send the message to kids to do something with their lives and join the 4-H.

- PSA

LOC/PSA

03/01/98 - 03/31/98

One :30 spot ran 21 times

"American Arts Alliance/Kids" - This spot encourages kids to get involved with the arts.

4) Communities Working Together

- Hot Topics LOC/PA 01/07/98 @ 12 noon 3:00

Guest: John Reiber of the Chesaning Chamber of Commerce

Topic: Chesaning's annual Business Expo, which promotes the businesses of various communities in the Saginaw County area.

- Hot Topics LOC/PA 02/25/98 @ 12 noon 3:00

Guest: Colleen Gonzales of the Newcomers Club of Saginaw

Topic: While it's often difficult to relocate to a new community, the Newcomers Club makes it a bit easier and friendlier. Colleen discussed what her group has to offer to new residents of the Saginaw area.

- News LOC/NEWS

JAN31 11PM 15 BATTERED KIDS FUNDRAISER MK VOB/2 TAPES 0:12 0:25
JAN25 AMWND 54.1 ABUSED WOMEN FUNDRAISER * MK VO 0:00 0:22
FEB27 5PM 07 ADOPT-A-HOUSE * IC VO/B FS 2TPS :11 0:35
FEB21 11PM 14.2 BEAVERTON GIRL BENEFIT KM PKG TEXT 1:20

5) Education

- Weekend Wakeup LOC/PA 01/03/98 @ 8 a.m. 3:00

Guest: Fred Ford, Executive Director of the OIC of Metro Saginaw

Topic: Fred discussed the training of job skills that adult students can get through OIC. He also discussed their fund-raiser featuring U.S. Secretary of Labor Alexis Herman.

- Hot Topics LOC/PA 01/14/98 @ 12 noon 3:00
 Guest: Russ Dobbs of the OIC of Greater Saginaw (Opportunities Industrialization Center)
 Topic: This segment focused on the training and placement programs offered to minorities and other "non-traditional" students through the OIC.

- Hot Topics LOC/PA 02/11/98 @ 12 noon 3:00
 Guest: Brian Lupp & Kendra Hagg of Unionville Sebewaing Future Farmers of America
 Topic: These students discussed the advantages of the FFA programs and how it prepares students for life in the workplace after school.

- Weekend Wakeup LOC/PA 03/14/98 @ 8 a.m. 3:00
 Guest: Pamela Monastiere, Bay Area Community Foundation's "Vision for Education" Co-Chair
 Topic: The "Vision for Education" fund-raiser raises money for the endowment fund, which was established to enrich education and the education process for students. Grants from the fund provide a means for K-12 Bay County educators to develop innovative programs and methods of teaching that will take our students into the 21st century.

- Hot Topics LOC/PA 03/25/98 @ 12 noon 3:00
 Guest: Stacy King of the Bay Area Community Foundation
 Topic: The "Vision for Education" program in Bay County supports a variety of programs and projects in area schools. These funds, which are administered by the Community Foundation, provide money for everything from new computers to art projects.

- News

LOC/NEWS

JAN19 NOON 16 CANS FOR COMPUTERS * R2 INTRO 0:16
FEB26 NOON 16 SCHOOL OF CHOICE * LD RDR 0:17
FEB 8 6PM 15.4 COLLEGE FUNDING MK VO (FILE) 0:18
FEB 2 5PMW 08 NATIONAL JOB SHADOW DAY * RURDR 0:00 0:25

6) Needs of the Elderly

- Hot Topics

LOC/PA

03/11/98 @ 12 noon 3:00

Guest: Joey Lee of Hospital Hospitality House

Topic: For elderly patients in local hospitals, it is a huge comfort to have friends and family members close by. Hospital Hospitality House offers a "home away from home" for these families in times of serious illness and hospitalization.

- Weekend Wakeup

LOC/PA

03/21/98 @ 8 a.m. 3:00

Guest: Mike Vizena of Genesee County Community Mental Health

Topic: May is Mental Health Awareness month, and, for the past 16 years, they've observed this month with a community run and walk, which was discussed. Unfortunately, many people with poor mental health are the elderly.

- New

LOC/PA

JAN27 NOON 35 SR REPORT/INCONTINENCE * LD INT-OPEN-PKG 1:36 0:14
FEB10 NOON 35 SR REPORT/GREAT EXPECT #1 * LD INTRO-OPEN 0:05 0:16
MAR03 NOON 35 SR REPORT/TAX ASSISTANCE * LD INTRO-OPEN :05 0:06

7) Health Concerns

- Weekend Wakeup LOC/PA 02/14/98 @ 8 a.m. 3:00

Guest: Elliot Fauster, Executive Director of Genesee County Easter Seal Society
Topic: Elliot discussed their "Wild Game Dinner and Auction" that featured Bill Laimbeer. The Easter Seal Society raises money to help people with many different kinds of special needs.

- Hot Topics LOC/PA 03/04/98 @ 12 noon 3:00

Guest: Jerry Ostrander of the Saginaw Area March of Dimes
Topic: March of Dimes WalkAmerica is held each year during the last weekend in April in order to raise money and awareness about the staggering problem of infant mortality and other birth defects. The March of Dimes works to educate about these problems.

- Hot Topics LOC/PA 03/18/98 @ 12 noon 3:00

Guest: John Weismuller of the Lead Abatement Association
Topic: There is a growing alarm about the dangers of lead paint in homes built before 1978. The Lead Abatement group works to get out the word about the health risks, especially to children, from this lead paint.

- PSA LOC/PSA 01/01/98 - 03/31/98
Three spots ran 73 times

"State of MI/AIDS" spots - These spots contain messages of abstinence.

• PSA
01/01/98 - 03/31/98
One :30 spot ran 26 times

LOC/PSA

“State of MI/Gimme 5” - This spot relays the message of the importance of getting children immunized.

• News

LOC/NEWS

JAN26 6PM 16 HEALTH DEPARTMENTS/FUNDING * KR GFX 0:27
JAN26 5PMN 34 MED/ALZHEIMER'S THERAPY * RU VO 0:29
JAN17 11PM 38.1 JET LAG CURE NA013 CBS 5AM MK PKG 1:51 0:00
JAN16 5PM 34 ADHD TEST * LD VO/CG-BKGRD 0:27
FEB25 NOON 17 BONE MARROW DRIVE * LG VO - BJ 0:00 0:14
FEB18 PM 35 ALCOHOL & BREAST CANCER * RU VO (N00N) 0:30
FEB 1 11PM 14.2 FLINT DIABETES CLINIC KM VO 0:00 0:17
MAR09 NOON 35 DR. DEAN-WOMEN'S HEARTS * LG INTRO-OPEN :05 0:16
MAR03 5PM 06 ORGAN DONATION * IC INTRO 0:16

8) Road Safety

• PSA

LOC/PSA

01/01/98 - 03/31/98
One :30 spot ran 163 times

“Sheriff's Association/Seat Belts” - Relays the message of the importance of wearing seat belts.

• PSA

LOC/PSA

01/01/98 - 03/31/98
One :30 spot ran 37 times

“MI State Police/Bad Dudes” - Sends the message of the danger of racing trains.

- News

LOC/NEWS

FEB18 6PM 34 FLINT BRIDGE REPAIR * DC VO (FLINT) 0:00 0:15
FEB18 NOON 13 SAGINAW ROADS/ABRAHAM * JB INTRO 0:19
FEB 8 6PM 16 ROAD FUNDING MK VO 0:00 0:17

9) Lack of Respect and Concern for Others

- Weekend Wakeup

LOC/PA

01/17/98 @ 8 a.m. 3:00

Guest: Dianne Clements of the Saginaw Chapter, American Red Cross

Topic: Dianne discussed their "Everyday Heroes" dinner which salutes citizens for their heroic acts and concern for others.

- Hot Topics

LOC/PA

02/04/98 @ 12 noon 3:00

Guest: Dianne Clements of the Saginaw Chapter, American Red Cross

Topic: The Red Cross is holding its first annual "Everyday Heroes" event, which honors special citizens for their life-saving efforts and concern for others.

- News

LOC/NEWS

JAN27 NOON 14 FAITH FOOD BASKETS * R2 VO/B 2 TAPES :10 0:22
JAN08 5PM 05 HOMELESS SHELTER * KM INTRO 0:13

10) Teen Pregnancy/Single Parent Homes

• Weekend Wakeup LOC/PA 02/28/98 @ 8 a.m. 3:00

Guest: Jane Pennington, Saginaw Chair, and Kevin Johns, Chair of the Genesee/Lapeer March of Dimes Board of Directors

Topic: Jane and Kevin discussed the WalkAmerica held in Saginaw and Genesee/Lapeer Counties. Walk-America is one way to raise money to help educate teenage moms and all pregnant women about the importance of pre-natal health care.

• PSA LOC/PSA

01/04/98 - 03/31/98
One :30 spot ran 54 times

"US Dept. of Health/Healthy Start Campaign" - Relays the message to pregnant women, especially teenagers, to get medical treatment.