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# Quarterly Issues & Programs Report

January 1, 1999 - March 31, 1999

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# Section One: Problems & Needs

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**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. Substance Abuse
2. Activities & Programs for Kids
3. Road Safety & Maintenance
4. Crime/Violence
5. Education
6. Health Concerns
7. Concerns of the Elderly
8. Economic Development
9. Family Concerns
10. Communities Working Together

## **Section Two: Issues & Programs Report**

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**Overview:** The following is the quarterly "Issues & Programs" report placed in the public file of WNEM 5 on April 9, 1999. The report covers the period from January 1, 1999 - March 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.

# WNEM 5 Quarterly Issues/Programs List

Saginaw, Michigan

January 1, 1999 - March 31, 1999

ISSUE/TITLE	PROGRAM/TYPE	DATE/TIME/DURATION
1) Substance Abuse		
• PSA	LOC/PSA	01/11/99 - 03/31/99 Six spots ran 122 times
Drunk Driving Prevention - "Michael" "Jeffrey" "Abby" "Faith Hill" "Hootie & the Blowfish" "Shaquille O'Neal"		
These spots relay the tragic result of drinking and driving.		
• "60 Minutes"	CBS/PA	01/03/99 @ 7 p.m. 15:00
Topic: "Where Have All the Addicts Gone?" - a policy of distributing heroin to addicts for a nominal fee has cleared Zurich's 'Needle Park' of the unsavory characters who gave the place its name and reduced the crimes associated with desperate drug dealers. Critics discussed doing this in the US and whether or not it will help get users off the drug.		
• "48 Hours"	CBS/PA	01/14/99 @ 10 p.m. 60:00

"Binge" - Focuses on the alarming number of underage Americans who are finding ways to drink alcohol and the increase of alcohol-related deaths. Guests discussed these problems and hopeful solutions.

- News

MCU SAM 09 COLLEGE DRINKING MS INTRO 0:19-----  
 MCU LES 05 ALCOHOL ON CAMPUS LF INTRO 0:00 0:20-----  
 2SHOT TC/DS A09 STUDENT DRINKING CW VO-FILE 0:15-----  
 WIPE TERRY B04 DATE RAPE DRUG NA070 4PM LG VO 0:00 0:22-----  
 VWALL AMY 09 HIGH RISK DRINKING RA VO/BVO 0:20 0:32-----

## 2) Activities & Programs for Kids

- Hot Topics LOC/PA 01/20/99 @ 12 noon 3:00

Guests: Pat Shallow and Harvey Jakes of the Saginaw Shrine Circus  
 Topic: Kids of all ages love to visit the Shrine Circus. Pat and Harvey discussed the coming of the circus to both Flint and Saginaw and the important work of the Shriners.

- Weekend Wakeup LOC/PA 01/30/99 @ 8 a.m. 3:00

Guest: Lori Reetz, Chairperson of the 1999 Girl Scouts "Women of Distinction" awards  
 Topic: The Girl Scouts of America have provided important educational programs and training for young women for nearly 90 years. The Mitten Bay Girl Scouts honored women who've shown exemplary community service and leadership through their "Women of Distinction" awards dinner. Lori discussed this dinner, which also was a fundraiser for the girl scouts programs.

- Weekend Wakeup LOC/PA 03/06/99 @ 8 a.m. 3:00

Guests: Crystal Schulz and Ryan Robinson of Unionville-Sebewaing Future Farmers of America  
 Topic: Across the United States, close to one-half million high school students belong to FFA, which encourages leadership skills and training for lifelong careers. The guests discussed this program

- News

18 CLIO WINTER FEST MK VO(BUD) 0:00 0:18-----  
 2SHOT BOTH 96 KICKER/ICE SCULPTURES(fric CW VO 0:00 0:30-----  
 BLKCR IC/2G 32 SHRINE CIRCUS CW LIVE/VO/ 2:30 0:17-----  
 2SHOT TC/DS C45 GREAT STATE/MIDLAND TENNIS TC OPEN/INT 0:05 0:13-----  
 MCU DIANN B32 INCREDIBLE KID DAY CW RDR 0:00 0:14-----

### 3) Road Safety & Maintenance

- PSA LOC/PSA 01/01/99 - 01/31/99  
 One :30 spot ran 27 times

MI State Police - "Bad Dudes" - This spot relays the dangers of racing trains.

- News

MCU LES 04 FLOODED ROADWAYS MS INTRO 0:16-----  
 MCU LES 05 DANGEROUS INTERCHANGE I-75 JB LV#52 0:15-----  
 MCU KATIE 09 GENESEE CO. ROADS MS INTRO 0:00 0:17-----  
 VWAL KATIE 31 BAD ROADS/SNOW JB INTRO 1:12 0:16-----  
 MCU LES 08 ROAD CONDITIONS KM INTRO 0:00 0:12-----  
 2SHOT IC/LO 41 MID-MICH ROADS JB INTRO 0:00 1:30-----  
 2SHOT IC/LO 31 \* DRIVING TIPS/MORE WEATHER INTRO 0:00 0:20-----  
 FRZ AMY 05 ROAD MONEY RA RDR 0:00 0:14-----  
 2SHOT DS/TC A16 SEATBELT USE CH VO 0:00 0:28-----

#### 4) Crime/Violence

- Weekend Wakeup

LOC/PA

01/16/99 @ 8 a.m. 3:00

Guest: Suzanne Greenberg, Director of Saginaw's Child Abuse and Neglect Council  
Topic: Growing reports of child abuse and neglect continue to alarm authorities, and one of the biggest events to help prevent these cases is the CAN Council's annual Valentines Auction. Suzanne discussed this event and the work of the CAN Council.

- PSA

LOC/PSA

01/01/99 - 03/31/99

One :30 spot ran 146 times

Bay County Women's Center - "Domestic Violence" - This spot let victims of domestic violence know what do to get help.

- PSA

LOC/PSA

02/22/99 - 06/01/99

Two spots ran 31 times

Bridge Center - "Many Colors" - These spots promote the understanding of different races to lessen violence.

- PSA

LOC/PSA

01/01/99 - 03/31/99

One :60 spot ran twice daily

"Crimestoppers" - (Crime of the Week) - Crimestoppers is a series of locally produced public service announcements created by WNEM5 in conjunction with other local stations. They offer a reward for information leading to the arrest of criminals.

- "60 Minutes"

CBS/PA

01/17/99 @ 8 p.m. 15:00

Topic: Discussed was the fact the in America's military, the domestic violence rate is many times greater than that found among civilians. Victims are given little in the way of protection and only five percent of the batterers are ever court martialled.

• "48 Hours"

CBS/PA

01/31/99 @ 7 p.m. 60:00

Topic: "To Stop a Stalker" - examines the crime of stalking -- a problem that affects as many as ten million Americans at some time in their lives.

• News

MCU TERRY B09 YMCA BEATING/SAGINAW(CR 153 MK VO/GFX 0:00 0:24-----  
----- 04 MT. MORRIS TWP MURDER MS PKG 1:30 0:00-----  
MCU LES 05 FLINT DOUBLE HOMICIDE MK VO 0:00 0:20-----  
2SHOT TC/DS A06 MIDLAND ESCAPEES CAUGHT CD INTRO 0:00 0:14-----  
MCU DIANN A10 CRIME DIVERSION CD RDR 0:00 0:15-----  
FRZ ILENE 11 SAGINAW MURDER ARRESTS HW VO 0:00 0:35-----  
MCU LES 22 NO SECOND CHANCES 4ACBS NA LG PKG 2:00 0:07-----  
2SHOT SM/KO 12 KIDS & VIOLENCE RA INTRO 0:00 0:10-----

## 5) Education

• Weekend Wakeup

LOC/PA

03/06/99 @ 8 a.m. 3:00

Guest: Stacy King, Program Director of the Bay Area Community Foundation  
Topic: Hundreds of students attending Bay County Schools have reaped the benefits of a special fund set up to support innovative programs in areas such as science and the arts. The "Vision for Education Endowment Fund" has granted thousands of dollars since it was established in 1983. Stacy discussed the fund and some of the worthwhile projects it supports.

• Hot Topics

LOC/PA

03/24/99 @ 12 noon 3:00

Guest: Dee Puckett of the Midland Chapter International Association of Administrative Professionals

Topic: Secretaries and administrative professionals were invited to attend a seminar sponsored by IAAP to be educated on how to get more from their careers.



03/31/99 @ 12 noon 3:00

LOC/PA

- Hot Topics

Guest: Carol Socha, Assistant Superintendent, Tuscola Intermediate School District  
 Topic: The Career Preparation System is funded by the state of Michigan. This system helps students decide about careers and gives them information. Carol discussed this program.

01/23/99 - 03/31/99  
 Two spots ran 118 times

LOC/PSA

- PSA

School To Careers - "Dominic"  
 "Corey-See Yourself"

These spots send the message of the importance of getting an education.

- News

WIPE DIANN B04 STATE OF EDUCATION (cmn3am/ CH VO 0:00 0:20-----  
 MCU LES 54 TAKING SONS TO WORK VO 0:00 0:19-----  
 2SHOT TC/DS B32.1 WORLD EDUCATION CW RDR 0:00 0:23-----  
 MCU DIANN B03 SCHOOL FUNDING LG VO -CLAS 0:00 0:21-----  
 MCU LES 44 HOT TOPICS/VISION FOR EDUCA INTRO 0:00 0:17-----  
 VWAL KATIE 15 TEACHER SHORTAGE DC INTRO 0:00 0:15-----

## 6) Health Concerns

01/09/99 @ 8 a.m. 3:00

LOC/PA

- Weekend Wakeup

Guests: Pat Shallow and Harvey Jakes of the Shrine Circus  
 Topic: Pat and Harvey discussed the annual Shrine Circus, of which a portion of the proceeds go to the Shriners and the important work they do for crippled children and young burn victims.

• Hot Topics

LOC/PA

02/10/99 @ 12 noon 3:00

Guest: Katie Laier of the American Cancer Society - Great Lakes Division

Topic: Breast and cervical cancers are among the most deadly diseases facing women today. Experts agree that early detection is a key factor in surviving, and the American Cancer Society was promoting a program to make testing available to all women. Katie discussed this Breast and Cervical Cancer Control Program.

• Hot Topics

LOC/PA

03/17/99 @ 12 noon 3:00

Guest: Randy DeShone, an MS patient

Topic: Randy discussed area MS walks, which raise money for the study and research for a cure for this disease, and to help MS sufferers.

• News

ILENE 82 LUNG CANCER TREATMENT CW INTRO/PK 2:01 0:11-----  
MCU KATIE 46 COFFEE STUDY 11AM CNN CH VO 0:00 0:24-----  
VOTOP LES 44 COLON CANCER THU 4ACBS NA00 LG VO 0:00 0:32-----  
CBOX ILENE 82 DRY SKIN CW INTRO/PK 1:29 0:10-----  
MCU LESLI16 DEPRESSION & CANCER(#79 CNN RU EDIT VO 0:00 0:24---  
WIPE BRIAN15 BRST CNCR VCN(#75 9ACNN) RU EDIT VO 0:00 0:21---  
VWALL AMY 21 EAR INFECTIONS RA INTRO 0:00 0:16-----  
MCU LESLI18 HEPATITIS RU RDR 0:00 0:15---  
MCU LESLI17 FLU INHALER(#75 CNN 9A) \*\* EDITS VO/BVO 0:11 0:28---  
MCU KATIE 31 SICKLE CELL KM INTRO 0:09-----  
2SHOT DS/TC C32 COLIC TREATMENT WE 24SE SE0 LG OPEN/PKG 1:20 0:14-----  
----- 46.1 MEDICAL-MORE SLEEP CH PKG 0:00 1:38-----

## 7) Concerns of the Elderly

- Hot Topics LOC/PA 02/17/99 @ 12 noon 3:00

Guest: Pauline Leaman of Mid-Michigan Community Action Agency

Topic: Hundreds of warm-hearted volunteers walked for "Walk For Warmth" to raise money to help people, especially the elderly, who are having trouble paying heating bills this winter. Pauline discussed this event.

- News

MCU LES 35 SR REPORT/SOCIAL SECURITY LD INTR-OPE 0:00 0:08-----  
MCU LES 35 SR REPORT/AGING 2 LD INTR-OPE 0:00 0:10-----  
MCU LES 35 SR REPORT/ELDERLY NUTRITION LD INTR-OPE 1:49 0:09-----  
MCU LES 35 SR REPORT/SECOND CHANCE LOV LD INTR-OPE 0:00 0:14-----  
MCU LES 29 SR REPORT/TAX TIPS LD INTR-OPE 0:00 0:13-----  
MCU LES 35 SR REPORT/PRESCRIP DRUGS LD INTR-OPE 0:00 0:13-----  
MCU DIANN B04 NURSING HOME SAFETY CH RDR 0:00 0:24-----

## 8) Economic Development

- Hot Topics LOC/PA 02/24/99 @ 12 noon 3:00

Guests: Louis Pomaville - Vice President of the Bay County Home Builders Association and chairman of this years' Bay County Home Builders "Home Show".  
Topic: Louis discussed the increase in home building and redecorating and how this show introduced new trends and ideas to those interested.

- News

ILENE 63 AIR FARE GOING UP CW VO-FILE 0:00 0:24-----  
 ----- B05 INCOME TAX CUT DC PG GEN17 1:30 0:00-----  
 FRZ KATIE 10 STATE STREET REDEVELOPMENT DM INTRO 0:00 0:13-----  
 MCU ILENE 14 GM SALES DOWN CW VO-FILE 0:00 0:19-----  
 VWAL KATIE 31 HOME SALES BOOM PN INTRO 0:00 0:19-----  
 WIPE DIANN B05 MT. PLEASANT HS RENNOVATIONsDC VO 0:00 0:15-----  
 FRZ TERRY B13 FARM AID CW VO-FILE 0:00 0:17-----  
 MCU LES 10 STATE OF THE CITY/SAGINAW JB INTRO 0:00 0:18-----  
 MCU DIANN A44 JOB SITES LG GFX 0:00 0:24-----  
 WIPE DIANN A52 SAGINAW ECONOMIC (FROM 6) LO VO 0:00 0:17-----

### 9) Family Concerns

- Hot Topics LOC/PA 01/27/99 @ 12 noon 3:00

Guest: Suzanne Greenberg of Saginaw's Child Abuse and Neglect Council  
 Topic: Cases of child abuse and neglect are growing daily. The Child Abuse and Neglect Council sponsors a fundraiser to be able to have year-round educational and prevention programs. Suzanne discussed their "Valentines Auction" fundraiser and the work of the CAN Council.

- Weekend Wakeup LOC/PA 03/07/99 @ 8 a.m. 3:00

Guests: Millie Wooten of Girlstown and Lois Corba of General Federation of Women Clubs  
 Topic: For over 30 years, Michigan's Girlstown provided care for families and children in crisis throughout the state. Through a variety of programs, Girlstown has provided a safe haven and the answer to prayer for thousands of people. Millie and Lois discussed Girlstown and how it helps families in crisis. They also discussed the big fundraising auction they were holding. Lois discussed the GFWC and how it supports Girlstown.

- News

FRZ DIANN 14 BABY FOOD RECALL LG GFX 0:00 0:22-----  
 MCU DIANN 13 CAR SEAT CHECKS DS VO/GFX 0:00 0:23-----  
 FRZ KATIE 34 PARENT VISITATION DAY KM INTRO 1:28 0:12-----  
 2SHOT SM/KO 31 WORKING MOMS SURVEY INTRO 0:00 0:15-----  
 2shot ko/sm 31 India Adoption Part two Intro 0:00 0:16-----  
 2SHOT SM/KO 31 India Adoption Part 1 Intro 0:00 0:20-----

### 10) Communities Working Together

- Weekend Wakeup LOC/PA 01/23/99 @ 8 a.m. 3:00

Guest: Diane Clements, Associate Executive Director, American Red Cross/Saginaw  
 Topic: The mission of the American Red Cross is to save lives through disaster relief, by teaching CPR and first aid, and coordinating the nation's largest volunteer blood supply. The Red Cross is honoring "everyday heroes" who've helped fulfill this mission. Diane discussed this awards dinner, which is also a fundraiser. She also discussed the nomination process.

- Weekend Wakeup LOC/PA 02/27/99 @ 8 a.m. 3:00

Guest: Elliot Fauster, Director of Genesee County Easter Seal Society  
 Topic: Restaurant menus in the mid-Michigan area don't often include such exotic entrees as smoked elk sausage, sauteed alligator or bear stew. Those were just a few of the items that were served up at the third annual "Wild Game Dinner & Auction" to benefit Easter Seals. Elliot discussed this event as well as the programs and services of the Easter Seal Society.

- Weekend Wakeup LOC/PA 03/20/99 @ 8 a.m. 3:00

Guest: Sue Wendt, a volunteer with the American Cancer Society  
 Topic: Sue discussed the "Giving Kids a Shot" event, a fundraiser in which local coaches shoot baskets to raise money for the Cancer Society.

• News

MCU KATE 07 BALCUEVA FUNDRAISER HW INTRO 0:00 0:15----  
MCU AMY 05 BAY CITY FIREWORK TELETHON JB VO/BVO 0:09 0:24-----  
MCU KATIE 13 RESCUE MISSION HOPE(NOON) KM V/B/V 0:11 0:28-----  
MCU DIANNB33 KYLE LEDY BENEFIT(DOUG) DM PEOPLE 90 VO 0:00 0:12----  
DISSO TERRY B34 BRANDON PISARSKI BENEFIT CW GFX 0:00 0:17-----  
MCU DIANN B15 NICARAGUA MEETING TAKESM RA VO/gfx 0:00 0:31-----  
MCU SAM 09 MADD/GENESEE CO.(NOON) RU FLINT 36 VO 0:00 0:25----  
MCU AMY 07 PRAYER BREAKFAST RA VO/B/GFX 0:19 0:34-----  
MCU ILENE 19 CAMERON FAMILY BENEFIT CW VO/GFX 0:00 0:32-----  
VWAL 05 WRONGWAY DRIVER DINNER JB INTRO 0:00 0:15-----