



Quarterly Issues & Programs Report

October 1, 1998 - December 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. 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

Overview: The following is the quarterly "Issues & Programs" report placed in the public file of WNEM 5 on January 9, 1999. The report covers the period from October 1, 1998 to December 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

October 1, 1998 - December 31, 1998

ISSUE/TITLE	PROGRAM/TYPE	DATE/TIME/DURATION
1) Substance Abuse		
• Hot Topics	LOC/PA	12/30/98 @ 12 noon 3:00
Guest: Sgt. Bill Gutzwiller of the Saginaw County Sheriff's Department Topic: Sgt. Gutzwiller discussed the dangers of drinking and driving, especially through the holiday season. He warned viewers that the police would be cracking down on offenders.		
• PSA	LOC/PSA	10/01/98 - 12/31/98 Two spots ran 212 times
Connexion - This spot encourages people of all ages to stop smoking.		
• PSA	LOC/PSA	10/01/98 - 12/31/98 One :30 spot ran 18 times
State of MI - "Room of Smoke" - This spot relays the message of not smoking while pregnant.		

10/01/98 - 12/19/98
Three spots ran 55 times

LOC/PSA

• PSA

Drunk Driving Prevention - "Jessica Angel"
"Tony Incorvia"
"Abby"

These spots relay the tragic result of drinking and driving.

LOC/NEWS

• News

MCU LES 10 DRIBBLE FOR DRUGS/SAG DM VO/B 0:00 0:45-----
MCU KATIE 10 BAY CITY SMOKING KIDS JB INTRO 0:00 0:12-----
WIPE KATIE 08 MT. PLEASANT CRACK HOUSE DC VO 0:00 0:14-----
MCU LES 18 YOUTH DRUG TRENDS INTR-PKG 1:45 0:11-----

2) Activities & Programs for Kids

• Hot Topics

LOC/PA

11/18/98 @ 12 noon 3:00

Guest: Alicia Fortino of Flint's Cultural Center

Topic: World class entertainment once again came to the stage at Flint's beautiful Whiting Auditorium in the 1998-99 Showcase Series, with performances to suit everyone's tastes, including special programs for kids. Alicia discussed the Showcase series.

• Weekend Wakeup

LOC/PA

11/28/98 @ 8 a.m. 3:00

Guest: Len Fisher

Topic: Len discussed his production of "The Gospel According to Scrooge," which was held at two area churches. This production is a religious version of Dicken's "A Christmas Carol" and was a great show for kids and adults.

- PSA
LOC/PSA
10/19/98 - 12/31/98
Three spots ran 122 times

Sloan Museum - These spots encouraged children to come to the museum for the exciting hands-on activities.

- News
LOC/PSA
----- 21.1 B-V TEEN CONFERENCE JB PKG 0:00 1:30-----
VTOP TERRY B16 MOTT FARM CH VO 0:00 0:22-----

3) Road Safety & Maintenance

- Weekend Wakeup
LOC/PA
12/19/98 @ 8 a.m. 3:00

Guest: Sgt. Bill Gutzwiller of the Saginaw County Sheriff's Department
Topic: Safety of mid-Michigan roadways is always an important issue, but especially during the holiday season. Sgt. Gutzwiller has conducted workshops for the public about "Drive Michigan Safely" - a traffic safety program of several local law enforcement agencies and he discussed the areas of concern for the agencies.

- PSA
LOC/PSA
10/01/98 - 12/01/98
One spot ran 149 times

MI Office of Highway Planning - "The Heat is On" - This spot reminds people to wear their seatbelts.

- PSA
LOC/PSA
10/01/98 - 12/31/98
One spot ran 84 times

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

- PSA

LOC/PSA

11/11/98 - 12/31/98
One spot ran 21 times

State of MI/MAB - "Seatbelts" - This spot warns of the dangers of not wearing seatbelts.

- News

LOC/NEWS

MCU LES 07 TRAFFIC ENFORCEMENT DM VO/B 0:00 0:45-----
FRZ ILENE 06 ROAD CONSTRUCTION * MK VO 0:00 0:19-----

4) Crime/Violence

- Weekend Wakeup

LOC/PA

11/07/98 @ 8 a.m. 3:00

Guest: Peggy Lotridge, Chairman, and Cindy Morley, President of the Junior League of Saginaw Valley

Topic: Peggy and Cindy discussed the "Festival of Trees" event, which raises money for local charities. This year, a portion of the proceeds will be given to the Underground Railroad, which helps women and children leave violent and abusive situations.

- Weekend Wakeup

LOC/PA

11/21/98 @ 8 a.m. 3:00

Guest: Roberta Wray, a magistrate with the 67th District Court in Genesee County, and with her, a Safehouse resident

Topic: According to national statistics, every nine seconds a woman is beaten by her husband or boyfriend, with fifty percent of all homeless women and children fleeing domestic violence. The Safehouse in Flint is a shelter for these families, administered by the YWCA. The Genesee/Lapeer and Shiawasee County Women Lawyers Association supported Safehouse with a benefit dinner/craft and bake sale fundraiser and were here to discuss it.

- PSA
LOC/PSA
11/15/98 - 12/31/98
Four spots ran 188 times

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

- PSA
LOC/PSA
10/01/98 - 12/31/98
One :60 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.

- "48 Hours"
CBS/PA
10/22/98 @ 10 p.m. 60:00

Topic: A report on the Ku Klux Klan and other hate groups.

- NEWS
LOC/NEWS

MCU ILENE 54	SAGINAW CRIME SUMMIT	PN VO	0:33-----
MCU LES 06	MUSKEGON MURDERS (CR 150)	LF VO	0:00 0:18-----
FRZ KATIE 08	INFANT DEATH/FLINT	MS RDR	0:00 0:20-----
MCU KATIE 10	DANGEROUS CITIES	CH GFX	0:00 0:18-----

5) Education

- Hot Topics
LOC/PA
11/04/98 @ 12 noon 3:00

Guest: Zelda Matthews, Product Sales Specialist for the Mitten Bay Girl Scouts
Topic: Zelda discussed this year's cookie drive. The proceeds will provide funds that will support local troop events and local service projects, which help to educate the girls on several aspects of life. They will also go to help recruit and train leaders, maintain

facilities, and offer council-wide programming and financial assistance so all girls have access to the many Girl Scout activities.

- PSA
LOC/PSA
10/31/98 - 11/16/98
Three spots ran 65 times

Mitten Bay Girl Scouts - "Cookies" - This spot reminded people to support the Girl Scouts by purchasing cookies. The proceeds went to support educational activities and other areas of the program.

- NEWS
LOC/NEWS

MCU LES 10 CONSTRUCTION TRADE SCHOOL DM INTRO 0:00 0:16-----
MCU LES 11 BAKER COLLEGE/INTERNET MS INTRO 0:00 0:14-----

6) Health Concerns

- Hot Topics
LOC/PA
10/07/98 @ 12 noon 3:00

Guest: Dr. Linda Lawrence, Director of McLaren's Women's Center
Topic: In honor of Breast Cancer Awareness Month, Dr. Lawrence discussed the importance of early detection. She also discussed the new drugs and treatments being administered and the many events McLaren sponsored pertaining to breast cancer.

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

Guest: Kathy Cozad, co-chairperson of the 41st annual Charity Ball for Bay Medical Center
Topic: For over forty years, there's been one special night of glamour and great music set aside to raise money for important medical needs in Bay City. It's the annual charity ball "An Evening of Fire and Ice" sponsored by the Bay Medical Center Auxiliary. Kathy discussed the ball as well as the Auxiliary's history of supporting Bay Med by purchasing badly needed equipment.

• PSA
11/05/98 - 11/19/98
Two spots ran 29 times

LOC/PSA

American Cancer Society - "Cancel Your Reservations"
"Quitting Takes Practice"

These spots were in recognition of the "Great American Smokeout," which is to help stop people on the path to lung cancer.

• PSA
10/01/98 - 12/31/98
Three spots ran 119 times

LOC/PSA

State of MI - These spots were AIDS awareness messages.

• NEWS
MCU ILENE 21 SAGINAW HEALTH FAIR MK VO 0:00 0:25-----
CBOX ILENE 81 PROTEIN DRINKS/DIETS CW INTRO/PK 0:00 0:22-----
LOC/NEWS

7) Concerns of the Elderly

• Hot Topics
10/03/98 @ 12 noon 3:00

LOC/PA

Guest: Julie Martin & Katie Trier, R.N., of the Visiting Nurses Association
Topic: Julie and Katie discussed the dangers of the influenza virus and who should be vaccinated to protect themselves. It is recommended very strongly that the elderly should get this vaccine.

• NEWS
MCU LES 35 SR REPORT/HOUSE OF MIRACLES LD INTR-OPE 0:05 0:16-----
MCU LES 35 SR REPORT/MENDED HEARTS LD INTR-OPE 0:05 0:07-----
MCU LES 35 SR REPORT/BALANCE LD INTR-OPE 0:00 0:21-----
MCU LES 35 SR REPORT/MARTIAL ARTS LD INTR-OPE 0:00 0:20-----
LOC/NEWS

MCU LES 35 SR REPORT/AUNT LILLY LD INTR-OPE 0:00 0:15-----
 MCU LES 35 SR REPORT/FREE HOME HEALTH LD INTR-OPE 0:00 0:22-----
 MCU LES 35 SR REPORT/HEART DISEASE/VIA LD INTR-OPE 0:00 0:16-----
 MCU LES 35 SR REPORT/HOSPICE LD INTR-OPE 0:00 0:16-----
 MCU LES 35 SR REPORT/SENIORSTORE LD INTR-OPE 0:00 0:16-----
 MCU LES 35 SR REPORT/EXERCISE LD INTR-OPE 0:13-----

8) Economic Development

• Weekend Wakeup LOC/PA 10/10/98 @ 8 a.m. 3:00

Guest: Mike MacDonald and Kerrie St. Louis of WIOG

Topic: Mike and Kerrie discussed the many people who have been hit hard by the economy and are in need of coats this winter. They asked viewers to donate coats for the "Coats for Kids" program. WNEM5 teamed up with WIOG and the Salvation Army for this worthy cause.

• Weekend Wakeup LOC/PA 10/24/98 @ 8 a.m. 3:00

Guest: Dennis Ferrara of Flint's Masonic Temple Preservation Society

Topic: Flint's Masonic Temple has been a landmark in the downtown area since 1911. Once the largest meeting place in Flint, the temple will play a vital role in the revitalization of Flint. The Masonic Temple Preservation Society is working to save and preserve this important structure. Dennis discussed the history and value of this grand old structure and talked about their fundraising movie marathon.

• Weekend Wakeup LOC/PA 12/05/98 @ 8 a.m. 3:00

Guest: Linda McGee of Citizens Bank

Topic: Nearly \$100,000 was expected to be directed to mid-Michigan charities due to the holiday program called "Santa Dollars," which is sponsored by Citizens Bank. Linda discussed this program and the fact that the proceeds would go to the local "Toys for Tots" program and to local food banks to help people in need.

• Hot Topics

LOC/PA

12/09/98 @ 12 noon 3:00

Guest: Gunnery Sgt. Bob Greenleaf of the Bay County "Toys for Tots" program
Topic: For over fifty years, the United States Marines have been collecting and providing toys to needy youngsters around the country. For many of those years, we at WNEM5 have been asking the public to help us help the marines in this effort. Sgt. Greenleaf can give some general background about "Toys for Tots."

• Weekend Wakeup

LOC/PA

12/12/98 @ 8 a.m. 3:00

Guest: Kara Phipps of the Foodbank of Eastern Michigan

Topic: The Foodbank of Eastern Michigan works year-round to feed the hungry in 22 counties from Genesee all the way up to Cheboygan at the straits. Kara discussed their operation as well as the holiday food drive, which was currently running.

• NEWS

LOC/NEWS

MCU DIANN B12 HOLIDAY SHOPPING LF PKG 11PM 1:37 0:11-----
MCU DIANN B12 HOLIDAY SHOPPING LF PKG 11PM 1:37 0:11-----
FRZ KATIE 04 PLANT 2 CLOSING AM INTRO 0:00 0:14-----

9) Family Concerns

• Hot Topics

LOC/PA

11/11/98 @ 12 noon 3:00

Guest: Zoann Saab, YWCA therapist

Topic: As part of the YWCA's ongoing commitment to families in the Genesee County area, some support and treatment groups are held. These groups focus on a wide range of issues, from conflict resolution and parenting, to divorce and recovery. Zoann discussed these groups, who they help, and how to sign up.

11/25/98 @ 12 noon 3:00

LOC/PA

- Hot Topics

Guest: Mike Murphy of the Flint Fire Fighters Union

Topic: Mike discussed the Flint Fire Fighters fund raising project in which they sold calendars with pictures of various area firefighters. This project raised money to help area children who have been in traumatic incidents, such as fires or auto accidents.

10/01/98 - 12/31/98
Three spots ran 134 times

LOC/PSA

- PSA

Phone-A-Friend - These WNEM5 produced spots give a number for latch-key kids or any kids to call if they have a problem.

10/15/98 @ 10 p.m. 60:00

CBS/PA

- "48 Hours"

Topic: A report on the controversy of the "Worldwide Association of Specialty Programs," a Utah-based company, which runs bootcamp-like behavior modification schools for problem teens. These camps are located around the world.

- NEWS
- | | | | | |
|---------------|-----------------------|----------|------|-----------|
| VWAL KATIE 07 | DAYCARE SERIES PT.III | IC INTRO | 0:00 | 0:14----- |
| VWAL KATIE 13 | DAYCARE SERIES PT.II | IC INTRO | 0:00 | 0:19----- |
| MCU KATIE 11 | DAYCARE SERIES PT.I | IC INTRO | 0:00 | 0:22----- |
| DBOX SM/ML 06 | HOME SECURITY | ML INTRO | 0:00 | 0:16----- |

10) Communities Working Together

10/14/98 @ 12 noon 3:00

LOC/PA

- Hot Topics

Guest: Mike McDonald and Kerrie St. Louis of WIOG

Topic: WIOG, along with WNEM, participate in the project "Coats For Kids," which request that members of the community donate coats for those in need. Over the years, thousands of coats have been donated by the generous communities.

• Hot Topics

LOC/PA

10/28/98 @ 12 noon 3:00

Guest: Larry Hauck, Chair of event

Topic: Cystic Fibrosis is the number one genetic killer of children and young adults in the United States. In the Saginaw area, a big yearly event draws attention to the fight against C.F., and raises money to carry on research and education. It's the annual "Celebrity Chef Charity Challenge." Larry discussed the event as well as the fight against C.F.

• Weekend Wakeup

LOC/PA

11/01/98 @ 8 a.m. 3:00

Guest: Linda Fernsler, 1998 chairperson for the Athena Awards

Topic: The Athena Awards program was created in 1982 through the Chamber of Commerce in Lansing, by Martha Mertz, to bring into focus the outstanding professional and business women in the community, and to encourage the opening of leadership opportunities to women within the communities' work places. Linda discussed this event.

• NEWS

LOC/NEWS

MCU LESLI 09 HOLIDAY SAFE RIDES KM INTRO 0:00 0:14-----
MCU LESLI 14 SANTA BUCKS BW INT/PKG 1:07 0:11-----
VWALL AMY 21 TOYS FOR TOTS JB INTRO 0:00 0:18-----