

## QUARTER 2 2015    WIUS FM    ISSUES AND PROGRAMS LIST

PLACED IN FILE JUNE 28, 2015

**ASCERTAINMENT**    We ascertain community issues through our department's news media (WIUS news, WIUTV3 and the Western Courier). Our student reporters are in contact with campus and community leaders on a weekly basis during the semester, and that helps us ascertain local concerns.

### SIGNIFICANT ISSUES

1. WIU SEES NINTH STRAIGHT YEAR OF ENROLLMENT DECLINES
2. CHANGES TO GARBAGE PICKUP IN MACOMB
3. NO STATE BUDGET YET; WIU REACTS
4. MACOMB HIGHWAY BYPASS CONSTRUCTION UPDATES
5. HOUSING MARKET IN MACOMB SUFFERING
6. LOCAL STRIP CLUB CLOSES

**WIUS NEWSCASTS 11 A.M. AND 3 P.M. MONDAY, WEDNESDAY AND FRIDAY DURING THE SEMESTER.** (SAME 3-5-MINUTE NEWCAST AIRS AT EACH TIME)

Our newscasts highlight important campus and community news. **Major issues covered in multiple stories in this quarter included:**

1. **RADON TESTING IN LOCAL HOMES** – Push by local officials to encourage local residents to test homes for radon. Reporter Ryan Collins aired 3-minute feature story on April 3 newscast, interviewing local resident Phil Weiss; and two stories aired in newscasts on April 8 and 15 to remind residents about radon testing and about the sources and dangers of radon.
2. **LOCAL PRINT MEDIA** – two local newspapers try to compete in age of Internet. Feature story (listed below) with Western Courier; also aired two stories on April 3 and April 17 newscasts about challenges facing Courier and McDonough County Voice.
3. **LOCAL STREET REPAIRS** – Winter weather left lots of potholes on city streets; reporter Shanae Glasgow aired 3:27 report on April 13 newscast about pothole causes and repairs; interviewed mayor and local drivers.
4. **WIU FOCUSES ON FRESHMAN RETENTION** – With declining enrollment, WIU announces efforts to attract and retain freshmen. On May 5, reporter Brandon Kazimer aired story (length 3:22) on planned improvements to freshmen move-in day in the fall. April 22 – story about WIU encouraging faculty to encourage freshmen retention by being supportive and helpful :34 April 29 – interview with freshman student about First Year Experience program, says it's good and bad. 1:06
5. **WIU ECONOMIC IMPACT** – stories about WIU's impact on local economy. April 8 – story about impact on local housing, interview with landlord 1:18 April 15 – interview with local motel employee about how

special events really bring in guests 1:20 April 22 – interview with local restaurant employee about how campus events (like football games) increase their business. 1:29

6. **LOCAL STRIP CLUB CLOSES** - April 25 special report details how strip club forced to shut down after controversy, includes bites from previous stories. 1:32 Before this, we had aired quick update reports on April 15 and 22 about how the bar remained open in the face of controversy. Each story was 25-30 seconds.

**HOW WE COVERED SIGNIFICANT ISSUES IN SPECIAL SEGMENTS ALONG WITH OTHER ISSUES OF INTEREST TO OUR COMMUNITY:**

Q2 15

WIUS-FM ISSUES/PROGRAM REPORT

CIRCLE ONE:      PERSPECTIVES      SHOWCASE      OTHER

ISSUE CATEGORY (if applicable): SPORTS PROFILE

PROGRAM TOPIC: Leatherneck Football

DATE AND TIME OF BROADCAST: 4/13/15 4pm

LENGTH OF PROGRAM: 3:00 SOURCE: MP3

NAME OF PERSON FILLING OUT REPORT: Devon Sanders

GUEST(S) APPEARING AND POSITION OR OFFICE OF EACH:

Aaron Diggs    Leatherneck Football Player

TOPIC DISCUSSED AND SUMMARY OF DISCUSSION:

We discussed the leatherneck football program as a whole. We talked about who Aaron feel being on the team and how he feels that the team is doing and what they are doing to become a better team.

OTHER COMMENTS:

Q2 15

WIUS-FM ISSUES/PROGRAM REPORT

CIRCLE ONE: PERSPECTIVES SHOWCASE OTHER

ISSUE CATEGORY (if applicable): \_\_\_\_\_

PROGRAM TOPIC: Western Courier

DATE AND TIME OF BROADCAST: 4/13/15 3:00

LENGTH OF PROGRAM: 3:14 SOURCE: \_\_\_\_\_

NAME OF PERSON FILLING OUT REPORT: Kayla Collins

GUEST(S) APPEARING AND POSITION OR OFFICE OF EACH:

Jessica Shelby is the news editor of Western Courier

Sandra Sepaniak is the editor of Edge

TOPIC DISCUSSED AND SUMMARY OF DISCUSSION:

It is about the Western Courier which is the campus newspaper. It talks about what it is about such as the different topics of the newspaper and what they do.

OTHER COMMENTS:

Q2 15

WIUS-FM ISSUES/PROGRAM REPORT

CIRCLE ONE:

PERSPECTIVES

SHOWCASE

OTHER

ISSUE CATEGORY (if applicable): \_\_\_\_\_

PROGRAM TOPIC: Gamma phi Omega Sorority

DATE AND TIME OF BROADCAST: 4/14/15 at 5:00 pm.

LENGTH OF PROGRAM: 4:00 min SOURCE: \_\_\_\_\_

NAME OF PERSON FILLING OUT REPORT: Veronica Amola

GUEST(S) APPEARING AND POSITION OR OFFICE OF EACH:

Marleya Carrillo - sister of gamma phi omega  
& one of the sisters founding members here  
at western.

TOPIC DISCUSSED AND SUMMARY OF DISCUSSION:

Gamma Phi Omega as a sorority is  
discussed and the type of sorority  
they are.

OTHER COMMENTS:

Q215

WIUS-FM ISSUES/PROGRAM REPORT

CIRCLE ONE:      PERSPECTIVES      SHOWCASE      OTHER

ISSUE CATEGORY (if applicable): \_\_\_\_\_

PROGRAM TOPIC: \_\_\_\_\_

DATE AND TIME OF BROADCAST: 4-3-15, 11:25 AM

LENGTH OF PROGRAM: 3:02      SOURCE: \_\_\_\_\_

NAME OF PERSON FILLING OUT REPORT: Edwin Schoonover

GUEST(S) APPEARING AND POSITION OR OFFICE OF EACH:

Carl Nozum Student

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TOPIC DISCUSSED AND SUMMARY OF DISCUSSION:

How Video games help people improve  
their social skills.

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OTHER COMMENTS:

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QZ 15

WIUS-FM ISSUES/PROGRAM REPORT

CIRCLE ONE: PERSPECTIVES SHOWCASE OTHER

ISSUE CATEGORY (if applicable): \_\_\_\_\_

PROGRAM TOPIC: What it's like to be an R/A

DATE AND TIME OF BROADCAST: 4/10/15

LENGTH OF PROGRAM: 4:38 SOURCE: MP3

NAME OF PERSON FILLING OUT REPORT: Carian Peoples

GUEST(S) APPEARING AND POSITION OR OFFICE OF EACH:

Kyle Davis R/A of Thompson Hall 13th  
Flar

TOPIC DISCUSSED AND SUMMARY OF DISCUSSION:

Responsibilities as an R/A  
Benefits of being an R/A  
How do you go about becoming an R/A

OTHER COMMENTS:

Q2 15

WIUS-FM ISSUES/PROGRAM REPORT

CIRCLE ONE:

PERSPECTIVES

SHOWCASE

OTHER

ISSUE CATEGORY (if applicable):

PROGRAM TOPIC:

Delta Sigma Pie

DATE AND TIME OF BROADCAST:

5/1/15 3:30 pm

LENGTH OF PROGRAM:

5:30

SOURCE:

MP3

NAME OF PERSON FILLING OUT REPORT:

Matt Langman

GUEST(S) APPEARING AND POSITION OR OFFICE OF EACH:

Alex Frost Active member/chancellor

Maxine Pietz Active member

TOPIC DISCUSSED AND SUMMARY OF DISCUSSION:

A general description of what Delta Sigma Pie is and what a prospective pledge can expect

OTHER COMMENTS: