

Third Quarter 2014

DESCRIPTION OF (WILX-TV) PROGRAMS PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

PROGRAM	DAY	TIME
Local		
News 10 Today Early	Monday through Friday	4:30-7:00 am
News 10 Weekend	Saturday/Sunday	7:00-8:00 am
News 10 at Four	Monday through Friday	4:00-4:30 pm
News 10 at Five	Monday through Friday	5:00-5:30 pm
News 10 at Six	Monday through Sunday	6:00-6:30 pm
News 10 at Eleven	Monday through Sunday	11:00-11:35 pm

All of the above programs are locally produced news programs presenting a mix of news, weather, sports, including some issue-responsive segments and multi-part series.

Local Segments:

<u>What's Going Around</u>	Monday	6:00 pm
	Tuesday	5:00 am

This segment comes to us by area doctors who report about the illnesses they're seeing in their practices. It runs for about 1.30 seconds.

Recalls: Runs in our Thursday newscast @ 6pm. Information to our local viewers on various recall items and warnings of purchases, etc that may be too good to be true.

WILX.COM 24 hours a day, 7 days a Week

Our web channel often puts the stories of community interest from our News Programs on our web channel for our viewers to see.

<u>Consumer Reports</u>	Any Newscast	6:00pm
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Anchor Lauren Evans gives viewers information on tested products anywhere from vacuums to frozen dinners. The segment usually runs in any newscast daily.

On the Job

Wednesday

6:00pm

Anchor, David Andrews gives our viewers 3 local openings for jobs in our area. Information regarding skills needed, pay and who to contact for additional information is given.

Pet Pals

Friday

7:00am

Local Meteorologist Darrin Rockcole features a pet from our own Capital Area Humane Society and tells viewers about the pet and where they can go to adopt that particular cat, kitten, dog or puppy. No pet we feature has ever gone without adoption.

Life Watch

Monday-Friday

4:00pm

Segment covering current local consumer and medical news.

Michigan Association of Broadcasters (MAB) Local PSA's.

The MAB and WILX have a partnership and we air several spots during each quarter. They send the spots to us and various subjects such as volunteering, pregnancy, gambling, smoking, baby health.

Syndicated**Dr. Oz**

Monday-Friday

3:00pm

This one hour program gives viewers an insight into several Health Issues relating to today's problems. Information on Diet, Diabetes, Heart Health, Eating disorders, Depression.

PROGRAM SEGMENTS PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

July 1, 2014 – September 30, 2014

Public Safety/Community Issues

August 22

11:00pm

The Lansing Police Department finally has a new home in the Hill Community Center. The department's lease was up at the north precinct so switching to the city owned Hill Center frees up tax dollars for other uses. South Lansing residents are pleased saying "Our homes and our neighborhoods feel more protected. I'm glad they're over here. Maybe that can stop the violence in our neighborhoods".

August 27

5:00pm

The Lansing Police are creating a new program called School Watch, where volunteers patrol the streets and sidewalks around the Lansing Schools. If there are any potential issues they can call the Lansing Police Dept, who already patrol surrounding neighborhoods. It's impossible for the police to be everywhere at once so this will help keep things calm and hopefully help children to make it to and from school safely.

Minority

September 16

5pm

MSU is working with ten other universities across the country to improve graduation rates for low-income and minority students. The program is called the "University Innovation Alliance". It focuses on keeping students in school. The schools will share data from its programs to try and create a 'best practices' playbook for getting those target groups to graduate.

September 23

6pm

Latinos and lawmakers rallied at the State Capitol today to bring attention to issues facing a growing Hispanic population. Rep. Harvey Santana states that language barriers, poverty issues, and economic growth obstacles are just a few of the problems Latinos in Michigan face every day. He says a more inclusive education system is the first step in fixing the obstacles.

Health/Medical

July 25

6pm

People with seasonal allergies are suffering after a long, harsh winter caused plants to bloom later than normal. Add in all of the rain and it creates the perfect combination for a lot of allergens. Many people may have stopped their allergy medication around June after peak allergy season and are now having to go back on the medication.

August 26

5am

Sparrow Hospital has become the latest community partner to sign on to the green and healthy homes initiative. The program is designed to be proactive and keep people out of the emergency room by preventing health issues like severe asthma by treating a patient's home. The program sends an inspector to a person's home to look for things that could trigger a patient's asthma, like dust, mold, rodents, or infestation.

September 25

11pm

The State announced today that a little more than four hundred thousand people have signed up for "Healthy Michigan". Governor Snyder was one of the biggest proponents of expanding Medicaid under the affordable care act but even he didn't expect it to be as successful as it's been. The governor predicted three hundred thousand enrollees in the first year. The State expects it to peak at four hundred seventy seven thousand.

Government/Political

July 23

6pm

Governor Rick Snyder is leading Mark Schauer in the polls and in the money race, according to campaign finance reports released today. The governor has raised 3.3 million dollars so far this year and has almost 4.7 million dollars cash on hand. The Snyder campaign says it hasn't taken any money from political action committees. Schauer has raised 2.8 million this year and has 2.5 million in cash. He's taken a little less than a million dollars in public campaign funds.

July 29

11pm

Mark Schauer released his economic plan today. He wants to get rid of Rick Snyder's business tax breaks if he's elected. Schauer plans to use some of that 1.8 billion dollars to pay for more funding for K-12 schools. His plan also states that he'd restore the "Child Tax Credit" and raise the "Earned Income Tax Credit".

July 30

11pm

Governor Rick Snyder will be getting more pressure to end the State's prison food services contract with Aramark tomorrow, courtesy of the liberal group "Progress Michigan". Since taking over the prison food service program more than 80 of it's employees have been banned from State Prisons for smuggling contraband or having inappropriate contact with inmates.

Economy

July 23

6am

The "Facility for Rare Isotope Beams" at Michigan State University is moving forward after years of design and discussion. There have been about 400 construction jobs generated due to the F-RIB building. There will be a lot of investment coming to East Lansing and Mid-Michigan. We'll see a lot of students, researchers, and investors coming to the area. Once this facility is finished, it will serve nuclear scientists from all over the world, and pump nearly one billion dollars into the local economy.

August 8

5am

Michigan's economy is growing faster than the country as a whole. A report from the US Bureau of Economic Analysis shows the State's "Gross Domestic Product" was up two percent last year, while the nations grew 1.8 percent. Prior to that our economic growth had been shrinking. It was 5.3 percent in 2010. 2.2 in 2011 and 1.5 in 2012.

September 30

4:30am

One of Mid-Michigan's most successful businesses, Two Men and A Truck, is celebrating a grand opening of its 22 thousand square foot expansion in Lansing. Governor Rick Snyder spoke and the ceremony. The company says the Two Men and A Truck system has seen 41 consecutive months of record growth, doubling in size in the last four years.

Education

July 30

6pm

The Michigan Department of Education held a public hearing asking for suggestions on a new test to replace the Michigan Education Assessment Program. The new State budget requires an overhaul of the testing system. The public hearing is asking for public input and then the DOE will make a decision on the new testing. The new test will be implemented for students in Sept. 2015.

September 25

4pm

The Federal Government is giving the Lansing School District hundreds of thousands of dollars to help prevent violence. The district will get about seven hundred sixty thousand dollars a year over the next five years to create a preventative program. The money will be spent to hire more people and offer services to promote cross cultural awareness.