

## 1st Quarter 2017

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

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

<b><u>What's Going Around</u></b>	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:** Run in our newscasts @ 6pm when recalls are received. 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 website often puts the stories of community interest from our News Programs on our web channel for our viewers to see.

**Consumer Reports** Tuesday-Friday 5:00am & 6:00pm

Anchor Ann Emmerich gives viewers information on tested products anywhere from vacuums to frozen dinners. The segment usually runs in any newscast daily.

**Pet Pals**

Friday

7:00am

Local Meteorologist Darrin Rockcole features a pet from our own Capital Area Humane Society. They tell 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 on 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, and Depression.

# PROGRAM SEGMENTS PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

January 1, 2017 – March 31, 2017

## Public Safety/Community Issues

**February 20**

**6am**

As the temperature grows warmer there are warnings issued about the dangers of cracking ice. The ice is not solid and as temperatures are nearing sixty degrees, the State Fire Marshall is urging caution today at local parks that have ponds. Pets and children falling through the ice is a real concern. Many people let their dogs off their leash at parks and the animal runs out on the pond and falls through the ice. Over the weekend, a woman and her dog fell through the ice in Riverbend Nature Area. She was able to rescue herself and her dog but that prompted Ingham County Sheriff's office to issue this advice if you find yourself near ice or open water. Always carry a cell phone with you, and do not leave children or pets unattended near any body of water, frozen or not. If there is an ice emergency authorities say call 911 first, they do not recommend people trying to go out on the ice to save someone. And they're urging pet owners to keep their pets on leashes when walking near water.

**March 27**

**6am**

Lansing Mayor Virg Bernero will present his final budget at tonight's city council meeting. The 128 million dollar spending plan includes investments in roads, neighborhoods, public safety, and cyber security. Bernero's proposed budget is also expected to leave the city with surplus funds. But the Lansing Mayor is expecting voters to find some problems with the proposal, especially with the road funding. He says there's just not enough money to fix everything.

## **Minority**

**February 3**

**6pm**

A local High School got Black History Month started with a guest who broke a barrier by leaving planet Earth. Mae Jemison is an astronaut and the first black woman to orbit the earth. She did it on the space shuttle Endeavor in 1992. She talked to students at Lansing Sexton High School about setting life goals. She told us “The jobs will change, the careers will evolve and so you really have to understand what kind of person you intend to be, you know, the curiosity, the exploration, wanting to do things for people. That’s what I want to talk about and help them feel comfortable with living up to their own expectations of themselves to do as well.” Jemison leads a defense department program called “100-Year Starship”. The goal is to find a way for humans to travel to another star within the next century.

**February 6**

**11pm**

Several MSU professors held a panel discussion on refugees, migrants, and immigrants. The professors came from different departments like law, sociology, and languages but all had one message in common. John Beck, Assoc. Professor, MSU: “We’re trying to build a campus and community conversation around subjects that really matter, that are of a bigger nature than simply the province of a single discipline.” Organizers say they are happy with the turnout. More than 50 students came to the event.

**March 24**

**5pm**

A new “Mosaic” of Malcolm-X is now standing at Shabazz Academy. Students at “Reach Studio Arts Center” and sociology students from LCC worked together to create a piece of work to represent the civil rights leader’s life and work. It is now on display at Shabazz Academy. Malcom-X’s niece was there and said the artists did a great job. Deborah Jones, Malcom-X’s niece, said “It makes me proud. It really makes me proud, not only of Malcolm, but so many of the other accomplishments that his parents and the siblings have made and the legacies that each one has left.” She is also glad they chose to show Malcolm-X smiling. The mosaic mural has hand carved tiles that represent values such as community, unity, and family. It took 10 weeks to make the piece of art.

## Health/Medical

**January 16**

**6pm**

Sparrow Hospital tackled the issue of concussions today, looking at what parents and coaches need to know about the injury. Neurologist, Jeff Kutcher was guest speaker, along with sports journalist and MSU Professor Joanne Gerstner. The two talked about concussions from a medical, social, and pop-culture perspective. The speakers also offered their opinions about what the public needs to understand about concussions.

“We have a lot of awareness about concussions but I don’t think we have a real depth of knowledge about concussions so, understanding what to look for in terms of symptoms, what to seek out in terms of medical care and then the next process of how to heal. I think people don’t really know what to do and they’ve been looking for information.

The sports medicine division of Sparrow reported seeing more than 150 new sports related concussions in it’s first full year of operation in 2016.

**January 17**

**6pm**

The hospital can be a scary place for kids, and if you have a sick child, you want them to feel safe. That’s why Sparrow Hospital is working to make your kids trip to the hospital a comfortable one. They’ve completely updated their pediatrics unit with new furniture, playrooms, and art. Kathy Marble works with children at Sparrow so she knows how much kids will appreciate the renovations to the hospital’s pediatric unit. They’ve been in the works since September and cost more than 3 million dollars, but Kathy says the money spent is going to make the trips to the hospital a lot easier for children. “It’s just important when kids are in the hospital; you know it’s a scary place, and anything we can do to help alleviate some of their fears by giving them things that appeal to kids.” One of which is a playroom full of books, tons of toys, and huge dollhouse. Marble says the patients in the pediatric unit are in a variety of situations, from a sick infant, to a teenager, to a child just diagnosed with cancer, and if a child is too sick to play in the playroom, they will bring the toys directly to their room. As for the teenagers that are a little too old for the toys there is a lounge for them to play videogames with their friends or watch movies on a big screen TV. Marble understands from a parent’s perspective how important it is to make sure your child feels comfortable if they get sick. “I have children and grandchildren in this community and it’s just a fabulous thing knowing that if they have to be in the hospital, that we’re giving them this great environment for them to be cared for.”

**March 18**

**7am Weekend**

Delta Dental is hosting the run for the Ronald McDonald House 5-k at it's campus in Okemos. The event raises money for the Ronald McDonald House, which helps families of sick children who are in the hospital. Sometimes the hospital isn't the funnest place to be, especially if you're a kid, but children at Sparrow got a surprise.

This is one of many visits that Ronald McDonald is making to promote what they call "Run for the House" which is a kids 5k/10k fundraiser. The Executive Director for the Ronald McDonald House says the run is a fun way to give back to help families. All of the kids dealing with illness, some more serious than others, for the parents that want to stay close depending on how serious the illness is. The Ronald McDonald house provides a place to stay. All of the money raised during the race will go towards benefitting the Ronald McDonald house.

## **Economy**

**January 24**

**11pm**

Michigan's economy has come back strong over the last few years, but you wouldn't know it from looking at some of our cities. Today the "Michigan Municipal League" offered some solutions for what it calls a broken financial system. The State has cut revenue sharing with local governments by more than seven billion dollars since 2002 leaving cities struggling to pay for things like roads, police, and fire protection. The report recommends the State help cities come up with modern health care plans that will allow them to control costs and stay competitive with other employers.

It also talks about doling out money for infrastructure on a regional basis, instead of by county and city boundaries. It's also calling on lawmakers to make up for the steep cuts made to revenue sharing over the last 15 years.

**January 31**

**6pm**

DTE Customers are getting a refund because the state approved a rate hike. The "Public Service Commission" gave DTE permission to raise the price of electricity by four percent starting February 7<sup>th</sup>. That's less than what the utility implemented on its own last August so customers will get a refund for the difference dating back 6 months. After that DTE will spend the money on new equipment.

**February 7**

**5pm**

Good news for General Motors employees and good news for Mid-Michigan's economy. GM announced today it will be giving them record high profit sharing checks of 12 thousand dollars each. The company made a record pre-tax profit of

12-billion dollars in North America last year. It will be giving more than 6 billion of it back to it's workers. The UAW says it's rewarding to see GM do well, especially when it translates to more money for workers across the State.

**February 28**

**6am**

The fight for \$15/hr minimum wage continues here in Michigan. State Senator Coleman Young the Second introduced a bill that would hike Michigan's minimum wage from \$8.90/hr. to \$15/hr. beginning on January 1, 2018. The State's minimum wage just went up to \$8.90/hr. last month and will go up again to \$9.25/hr. next January (2018). There have been protests across the country and here in Michigan for a \$15/hr minimum wage. If passed, Michigan would have the highest minimum wage in the country. The State Chamber of Commerce is against Young's bill, saying it would cripple jobs.

## **Education**

**January 13**

**6pm**

If your child is headed to college you know the cost has gone through the roof making scholarships crucial. Xzavier Odom is a student at East Lansing High School who values his education. It's his senior year and right now his life is a little stressful. He says "Education has been number one, in my household my parents have always instilled that in me. I am thinking ahead so I see that as my lively hood because I know that will translate to college." Xzavier said he "was applying and filling out applications to countless scholarships to just kind of help me through school". His hard work paid off, Xzavier Odom is one of the recipients of a \$5,000 award from the Great Lansing Martin Luther King Commission. The purpose of the scholarship is to keep Dr. Martin Luther King's dream of equality alive. The money from the scholarship came from donations from local businesses and partners. The scholarship is helping students get one step closer to their dreams.

**February 6**

**6pm**

The Lansing School District is making it easier for families to put their kids in school. The school district has created a welcoming center that is meant to be a hub for families for everything from enrollment to volunteering services. Families will also be able to learn about scholarship opportunities here. It will also have information

for outside of school, County Health Departments will have info for families new to the area, and community groups will show services they have in the region. So far Superintendent, Yvonne Caamal Canul tells News 10 its been very well received by the families that have used it.

**March 31**

**6am**

March is reading month and Mid-Michigan schools are working to boost literacy in young learners. Literacy Day is part of the Lansing School District's efforts to support reading and college readiness in young learners. Organizers tell us every one of the nearly 200 students participating at Willow Elementary had individualized attention from a volunteer. One such volunteer is Cassidy, a freshman at MSU majoring in elementary education and wants to be a teacher. She and nearly 200 others volunteered to read to kids for the second annual Lansing Leaders and Literacy Day.

## **Government/Politics**

**February 8**

**5pm**

Attacking a first responder would be considered a hate crime under a bill that will soon be introduced to the State Senate. Grand Ledge Senator, Rick Jones, is sponsoring the bill. Under the bill; a person who commits or attempts to commit a felony where the victim is targeted because they're a Police Officer, EMT, or Firefighter, would serve up to two years in prison if found guilty.

**February 22**

**5pm**

Lansing State Representative, Andy Schor, threw his hat into the Mayoral Race today announcing a run for the 2017 election. He's served as State Rep since 2013 and says he was inspired to run based on all of the support he's received in the community. Says Schor "I'm going to be a problem solver." Schor says some of the problems he's going to work on are fixing up neighborhoods. He also wants to re-examine economic, community development policies, and Lansing's relationships with its schools. He doesn't have any specific policies in mind yet. Schor says his time as a legislator makes him a good candidate. He says one of the most important things he's learned and State Rep is the benefits of working together. If there's a disagreement, he says he has the grit to put his foot down and make the right decision. He also says he wants to keep this campaign friendly. Although Mayor Virg Bernero hasn't officially thrown his hat into the race he agrees with Schor. Mayor Bernero says he's worked with Schor in the past and says no matter who the next mayor is, it'll be hard to stop the progress of Lansing.

**February 27**

**5pm**

Virg Bernero will not be running for a fourth term as Mayor of Lansing. We talked to the outgoing Mayor about his decision and he told us he needs to put his family first.

The Mayor said they've been by his side all along but with the commitment of having his 91 year old father living with him, he said he couldn't find a way to continue to make his political career work. He said "After really looking at it, and evaluating what a seven month campaign would be, given everything that I have going on right now, it's hard to see how it fits in."