

## 4th Quarter 2018

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

PROGRAM	DAY	TIME
<b>Local</b>		
<b>News 10 Today</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 Five</b>	Monday through Friday	5:00-5:30 pm
<b>News 10 at Five Thirty</b>	Monday through Friday	5:30-6:00pm
<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:** When we receive product recalls we run them in our newscasts. 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.

**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.

**Missing in Michigan**

Friday

6:00pm

Segment covering missing people in Mid-Michigan.

**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

October 1, 2018 – December 31, 2018

## Public Safety/Community Issues

**November 7**

**11:00pm**

School bus stop safety has been in the spotlight recently. A local school district is taking steps to catch drivers who illegally pass buses. The Mason Public School Board has approved cameras to be installed on the buses' stop-arm. The cameras will be able to read license plates and use facial recognition to identify drivers who pass buses when the lights are flashing. The cameras are costing the district about fifty thousand dollars. The money comes from a 2017 school security bond. The school board president says they'll be operational by December 2018.

**November 13**

**5:30pm**

Michigan State Police recruits go through some of the toughest training around and sometimes that training can unintentionally lead to serious injuries. But now an athletic trainer from Sparrow Hospital has teamed up with the State Police to help recruits stay healthy throughout the training process. In fact, he does it full time. If anyone gets hurt during training, recruits will have immediate attention from a medical professional. The training these future troopers go through is grueling and those involved hope having a trainer will cut down on recovery time. Doug Nevitt, Sparrow Athletic Trainer, "The injury rate is down, at least the extent of the missed time is down, and that's what we're really shooting for. We're not necessarily gonna reduce the number of injuries but the time lost is the big thing." So far the trainer has been able to work with three different MSP recruit classes.

**November 16**

**6:00pm**

Driving on icy roads can very dangerous, especially if you've never driven on them before. Our reporter, Carla Bayron, drove with the Michigan State Police on their precision drive unit and learned what to do if you skid. The driving pad has the same consistency as hard-packed ice or snow. A huge part of driving during the winter in Michigan is experience. Some helpful advice from Sgt Patrick Agema with the MSP Precision Drive Unit, "Make sure your hands are on nine and three. Look

and steer in the direction you want to go.” As soon as you feel your vehicle sliding, turn into the slide. Turn your front wheels the same direction as the rear of the vehicle is sliding. Unwind the steering timing. The key is to be quick, hand over hand, to stop the skid and regain friction. Sgt. Agema also gave advice of “keep a good following distance. You need to pick that speed to drive so you’re in control of your vehicle. No distractions, like using your cell phone or snacking. Good winter prep starts before you even get into your vehicle. “We want to make sure our tires are in good condition and that air pressure is up to par.

**December 12**

**6:00pm**

Lansing Police are searching for a killer. A man was found shot to death this afternoon near a housing complex on South Washington Ave. Police were called around 12:30 this afternoon and they were directed to a back parking lot of the apartment. When they got there they saw a man lying on the ground, they tried life saving techniques, but unfortunately were unsuccessful. At the time of our report the victim has not been identified and no suspects have been arrested. Anyone with information should call the Lansing Police Department.

## **Minority**

**October 4**

**6:00pm**

A civil rights activist and MSU alum has returned to campus as the homecoming grand marshal. Ernest Green was one of nine African American students to integrate Central High School in Little Rock, Arkansas in 1957. He became the first black student to graduate from the school and then attend Michigan State University. Green told us about how he got to East Lansing. “I received a letter that I, an anonymous donor who had granted me a scholarship to Michigan State. Being a kid from Arkansas I had to look it up, where was Michigan State? 60 years later here I am Grand Marshal of the homecoming activities” That anonymous donor turned out to be then-MSU President, John Hannah. Green says he looks forward to speaking with students and alumni this weekend.

**November 29**

**6:00pm**

More than 800 homes and businesses in the heart of Lansing’s African American community were destroyed in the 1960s to make way for the building of I496. Now the City of Lansing is telling their story. Lansing Mayor, Andy Schor announced the “Paving the Way” project today. It will consist of oral histories from dislocated residents and a virtual community showing what the area used to look like before

the freeway. Bill Castanier, President of the Historical Society of Lansing said “It was a neighborhood where the vast majority of African Americans in Lansing lived because of segregation, that was torn down and it immediately disrupted their lives. We want to tell that story from the point of view of the people it happened too. The National Park Service awarded Lansing a nearly forty thousand dollar grant for the project.

## **Health/Medical**

**October 15**

**6:00pm**

New technology at Sparrow Hospital is helping reduce the risk of patient falls. The Mary Free Bed at Sparrow uses a 24 hour video surveillance system to watch patients prone to falling down. If one of the technicians senses a patient may need help they can prevent a fall before it happens. The parents of a 21 year old man who suffered a traumatic brain injury say the system gives them piece of mind. Kristen Campbell’s son suffered a traumatic brain injury; “We stayed with him 24 hours a day, but knowing that this system was in place we were able to go down the hall and get a snack, or to the restroom, or even take a nap and not have to worry that he was going to fall. The Mary Free Bed at Sparrow has been testing the system in a pilot program that started in April. Sparrow plans on expanding the technology at the end of October.

**October 15**

**6:00pm**

It’s no secret that the best way to fight breast cancer is with early detection. That’s why doctors urge women to examine their breasts on a regular basis. But there are cases where the cancer shows up in a place you’d least expect it, a part of your body most doctors never examine. Patty Bolle is fighting her second round of breast cancer. The first diagnosed about 13 years ago. Back then she found a lump in her breast, on her own. Patty went through chemo, radiation and surgery to remove all signs of that. Patty recovered nicely and after passing the five year point she thought she was cancer free, until a year ago when she sat in her stylist’s chair for a haircut. Nikki McClure, Hair Stylist “It was just about bigger than a dime in size and it looked like it had been burned. It was kind of red and splotchy and so I asked her if she burned it, she said no and I kind of poked it a little bit and asked if it was sensitive and she said no.” Doctors biopsied the spot and found it was the most advanced stage of breast cancer. A PET Scan showed it had spread. Patty said “I was devastated and in shock because I had already battled it 13 years ago and won.” Now fighting the stubborn disease again, Patty is taking an oral drug that targets cancer cells. She’s feeling good and optimistic. Patty said with new drugs

on the market she could have years. Years she might not have if it weren't for the person who knows her scalp best. A stylist is the person that looks at your scalp more than your doctor would. "You wouldn't go to a physical and they wouldn't pick through your hair to see if anything's out of the ordinary. They tell you to look for freckles and moles on your body but nobody thinks about your scalp." Doctors say it's not very common to find metastatic breast cancer on the scalp. It usually appears in the liver, brain, bones, or lungs.

**October 10**

**6:00pm**

Lansing's McLaren Hospital is now better equipped to handle traumatic injuries. Today McLaren announced its level three trauma certification. That means the hospital will have more staff on hand to treat serious injuries, like strokes, car accident victims, and gunshot wounds. Doctors say the designation also guarantees safe, effective treatment for patients and their families.

**November 11**

**6:00am**

Sparrow is cutting its critical care team. A team of nurses, that keeps patients alive when they move to Sparrow from other hospitals, is shutting down. Nurses are worried. Sparrow's move to cut the critical care transport team puts patients in jeopardy. Union leaders say they understand hospitals have to control costs but they think the decision is too risky. Jeff Breslin, RN and President PECSH, says "It's always a balance between the business side of the hospital and the patient care side of the hospital. We can't lose sight of the patients for the sake of taking care of business."

## **Economy**

**October 16**

**6:00am**

The two month process to bring down the old YMCA building in Lansing is now underway. Crews started demolishing the annex of the building on the corner of West Lenawee and Townsend Monday. A 25 million dollar mixed use development with 145 apartments is expected to be built in its place.

**November 12**

**11:00pm**

It promises to bring hundreds of jobs and opportunity. People are speaking out about the medical marijuana plant moving into their neighborhood. Some Windsor Township residents say they're indifferent about the project, others believe the Township didn't give them enough time to voice their opinions. The new medical marijuana plant is under construction on Creyts and Lansing Roads in Windsor

Township. According to the company's website "Harvest Park" will be used to grow, process, test and secure transporting for medical marijuana. The 130 acre locations promises to bring up to one thousand new jobs. Carl Ballard of Windsor Twp says "It has to be somewhere, it's a legal product and I don't care that it's here. It's not a dispensary, it's a facility that processes". Other homeowners like Charles Jonckheere and his wife Bertha, who have lived at the corner of Cornwall and Creyts for over half a century, told us they filed a petition to repeal the Township's medical marijuana ordinance and put a stop to the development of Harvest Park. The petition failed to get enough support.

**December 11**

**5:00am**

Meridian Township is hoping a crowdfunding campaign will help pay for a new Township Farmer's Market. The Township launched a crowdfunding campaign through a platform called "Patronicity". If the campaign reaches its goal of 50 thousand dollars by February 8<sup>th</sup> it'll get a matching grant from the Michigan Economic Development Corporation. The project calls for building a pavilion near a vacant lot on the North side of the Meridian Mall. The pavilion would be complete with restrooms, a playground, a performance stage, a plaza, and synthetic ice for year-round ice skating. The entire project will cost about 1.2 million dollars. Meridian Township says most of the project is paid for through tax dollars, donations, and other grants.

## **Education**

**October 16**

**11:00pm**

A State Appeals Court ruling has opened the door for private schools to get public money. The decision means that the State can give money to all schools that comply with health and safety rules without violating the State Constitution. A lower court had ruled such reimbursements would entangle teaching with religion and has been argued by the ACLU.

**November 18**

**Weekend 7:00am**

Today was the 2<sup>nd</sup> annual Shop for a School Event. 17% of funds from each purchase at Old Town Shops will go toward local schools. The money helps pay for supplies and field trips. In the first year of the event, LAFCU and The Old Town Commercial Association were able to raise over \$1300 dollars for schools in Grand

Ledge, Lansing, and Okemos. This year they're hoping to more than double that.

**December 14**

**6:00pm**

High Schools everywhere deal with bullying and name calling. One local High School is trying to stop it by saying "Words Matter". It's called "The Chalkboard Project" It's supposed to show the emotional effect words have on students. Bath High School is the only one in the area doing the project but teachers call it a 'movement' and want to see other schools catch on. Organizers got the idea from Spring Lake High School. Bath raised money to have those people come over and take the pictures of the students. Those pictures have been up all week. Students holding small chalkboards with hurtful words people have said to them, things like; you'll never make it to Stanford, or stop trying, you will never be good enough. Educators say they're focusing on "Words Matter". Emily Fritz, Bath High School Counselor, says "They are hearing these words and they are seeing these words posted on twitter, Instagram, Facebook and for them to put those words out there on these pictures allowed them to let go of the power that those words might have". Today students wrote positive things on each others board. Students said that it felt really good to read the nice things their peers had written.

## **Government/Politics**

**November 7**

**6:00am**

For the first time in nearly a decade, Michigan has elected a new Governor. Democrat Gretchen Whitmer defeated Republican challenger Bill Schuette in the Gubernatorial race last night. Whitmer will be sworn in on January 1<sup>st</sup> as Michigan's 2<sup>nd</sup> female Governor. Her running mate, Garlin Gilchrist the second, will be Michigan's first African-American Lieutenant Governor. Whitmer said in her acceptance speech "We have so many challenges in front of us and now more than ever we need people on both sides of the aisle in Lansing so we can focus on what really matters and that's getting things done that will improve people's lives right now".

**December 11**

**6:00pm**

Governor Snyder took part in a roundtable discussion across from the Capital reflecting on his eight years in office and talking about the work that still needs to be done before his final term is up. One thing on Governor Snyder's agenda before January is appointing a new MSU Board of Trustee to fill the seat left vacant by George Perles. Gov. Snyder says the job has been attracting a lot of applications. The Governor also called the Flint Water Crisis a tragedy, but said he believes it

does not define his legacy, and the State has been out in front correcting the problem. The Governor didn't say whether he plans on signing Lane Duck Legislation that weakens the paid sick leave and minimum wage proposals.

**December 27**

**6:00am**

Governor-Elect Gretchen Whitmer is calling for the State to start supplying Flint bottled water again. During an interview with "Michigan Advance" Whitmer says Flint needs bottled water until the pipes are replaced. Back in April Governor Rick Snyder ended the State-funded bottled water to Flint, after water tests showed lead levels were below Federal guidelines. All lead water services lines in Flint are expected to be replaced by next summer.