

1st Quarter 2018

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: Run in our newscasts 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.

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

January 1, 2018 – March 31, 2018

Public Safety/Community Issues

February 27

6pm

School threats have been on the rise for years, but it seems like there's been an explosion of them since the Florida shooting. Not a day goes by that we don't hear about a district somewhere in Michigan going on lockdown. It's creating more than just security problems. It's pretty easy for schools to alert parents, deciding when to text, email, or call is the problem. Bill DeFrance, Eaton Rapids Schools Superintendent, "Letting people have information and being transparent and running everything down and realizing that every time you tell a parent something the parents become concerned." DeFrance says the alert software is an amazing tool but knowing when to utilize it is the challenge. "Parents would want to come to the campus, they would want to get their kid out of school and you end up having chaos so you wanna be careful about the time you communicate to parents." DeFrance also says that whenever they have possible threats they will let parents know after the police have come and made sure the school is cleared of any threats. Sheriff, Scott Wrigglesworth is no stranger to dealing with school threats. He says they take every one seriously because the students' safety is his number one concern. While schools and police sometimes struggle with when to send an alert they don't want students or parents to hesitate to call if they know of a potential threat.

March 14

6pm

Do you have a working smoke alarm in your home? According to the Red Cross, 7 people die in house fires every day, mostly in homes that DO NOT have working alarms. The Red Cross is trying to change that with its Home Fire Campaign. The Home Fire Campaign started in 2014 and since then the Red Cross has installed more than 14 thousand smoke detectors to keep families safe in Michigan. The service is available even for people with hearing problems. The Red Cross can install a "Bed shaker alarm" that causes the bed to move and wake them up if there is a fire. Since 2014 the campaign has saved over 300 lives, including 6 Michiganders from fires. The Red Cross is also present at every home fire, all manned by volunteers. All smoke alarms installed by The Red Cross are battery

powered and last for 10 years.

March 22

5pm

Michigan is close to making cyber-bullying a crime. A bill passed by the house today is headed to the State Senate. It allows bullies to be charged with a felony for “Harassing or intimidating behavior” online.

One example brought up by supporters is Tysen Benz, an 11 year old from Marquette who killed himself last year after an online prank convinced him his girlfriend had committed suicide.

Minority

January 13

11pm

A memorial celebration was held for longtime Lansing School Board member, Shirley Rodgers. She was first elected to the Lansing Board of Education back in 20017 where she then went on to serve as the Board’s President and Treasurer. She was also the first African-American member of the Lansing Community College Board of Trustees and continued to serve on the board for 12 years. Lansing School Board members voted to rename its administration building to the “Shirley M. Rodgers Administration Center”.

February 26

6pm

Local students are celebrating Black History Month by giving back to those in need. Lansing Eastern High School put on a performance called “Beauty of Diversity” today highlighting the cultural hardships faced by African Americans. Proceeds from the show will go to help victims affected by Hurricane Maria. The school says it’s mission was simple, to help out others in the community. Robin Muray, Teacher with the Lansing School District said “We’re about giving, and we do have two students that were affected that have come over, and we have taken them in and this is our mission”.

Health/Medical

January 12

6am

Be extra diligent about washing your hands and wiping down that shopping cart because the number of flu cases is growing. Hospitals around Mid-Michigan see more people come in with flu-like symptoms they're issuing a health warning. Both Sparrow and McLaren tell us that there has been an increase in the past few days of people coming in with a fever, just one of the warning signs you may have the flu. Stephanie Schauer, Nurse Practitioner, Sparrow Hospital, says "People will typically get extremely tired, muscle aches, soreness, bad headache, so if you find any of those things, any of those symptoms, go get tested for the flu right away.

January 22

6pm

Sparrow Hospital's Neo-Natal Intensive Care Unit is promoting the skin-to-skin contact with babies born premature, also known as "Kangaroo Care". The hospital says both mothers and fathers should hold their premature babies skin-to-skin for as long and as often as possible. The benefits of "Kangaroo Care" include improved sleep, breastfeeding production, and faster weight gain. This type of contact also benefits babies born on time as well.

February 12

5pm

Sparrow Hospital is showing off a new heart procedure that offers the same results as surgery, without the risk of going under the knife. It's called the "Mitra Clip" and it repairs leaky mitrial valves in the hears. The condition used to require open heart surgery. Now patients who were too high risk for surgery can get the same cure from the Mitra Clip. Patients can usually go home within two days of having the procedure. Sparrow is the only Mid-Michigan hospital to offer this procedure.

Economy

January 29

6am

County Fairgrounds in Michigan will be able to get grants to help improve their

buildings and onsite facilities. The grants are being offered by the Michigan Department of Agriculture and Rural Development. There are also grants available for groups that host other fairs that feature livestock.

March 15

11pm

Mayor Andy Schor says the Lansing skyline will change “significantly” in the next few years. The Mayor spoke at the Lansing Economic Club Luncheon. WILX Evening News Anchor, Ann Emmerich, moderated the event. They discussed everything from real estate developments to road funding in the Capitol City. Mayor Schor isn’t making any promises, but he says the city is stretching every dollar it has to fix our roads. He says that the city will get about five million dollars from the State this year for road funding. But twenty five million dollars is needed just to keep the roads where they are now.

March 21

11pm

If you’ve driven along Cedar Street near downtown Holt you may have noticed traffic is a bit worse than usual. That’s because Delhi Township is preparing the area for significant road improvements. The Township is redeveloping about a mile stretch of Cedar Street, eventually turning the four lanes down to three. The first step is replacing old gas lines.

Education

January 9

11pm

An “Online Dashboard” that shows the performance in every public school in Michigan was unveiled today. The State Board of Education created the dashboard after hearing feedback from parents. It allows parents to check a school’s graduation rate, state test scores, transfer rates, and advanced course work. The dashboard is up and running at: mischooldata.org

January 19

5pm

Efforts are underway across Mid-Michigan school districts to teach kids more than just the standard curriculum. Students are learning about the importance of adopting healthy habits that teachers hope will extend far past the classroom. 80 schools across Michigan participate in the “Step Up for Wellness School” program. The program is supported by statewide organizations including Blue Cross Blue

Shield of Michigan, and the State Department of Health and Human Services. Lorraine Ware, Principal at Glencairn Elementary School in Lansing, tells us “It helps us look at the education of children in a more broad perspective other than just the academics by teaching them healthy lifestyles, healthy skills, and the importance of movement, exercise. We are encouraging them to try new things, having them be active during different parts of the day. I think it really helps them concentrate”. Glencairn has a 5k race in the Spring and a “Fun Run” in the Fall.

March 16

6am

Reading can be a powerful thing and all month long schools across Mid-Michigan are working hard to get kids to read more. Studies show that the amount of reading students do by 3rd grade may determine whether they graduate High School and that’s what March reading month is all about. Steele Elementary in Mason is one of the dozens of schools across Mid-Michigan making reading fun. Colleen Rockafellow, literacy coach, says “The ability to read and write and understand text actually helps develop critical thinking skills, which will carry over from their elementary school years into their middle and high school years. Parents are given sheets to help track their child’s reading every day. There are contests and different activities throughout the month to help really inspire children to read more.

March 24

11pm

A petition is circulating in Okemos calling on the school district to expand its safety protocols. It comes as schools across the Nation step up security following the mass shooting in Parkland, FL. “Secure our Schools” is an online petition supporting safer schools in the Okemos Public School District. The parents who started the petition want buzzer camera systems to be installed at the main entry of each building and doors to be locked during the school day, keeping people who don’t belong, out. Mi Choi’s daughter attends of the schools in the district “Right now anybody can just walk through on of the main entrance doors and it’s not necessarily in the view of the office”. The starters of this petition say this system won’t act as a complete deterrent for individuals who want to get inside the school but it may give precious time for first responders to act. Petitioners are urging the Okemos Board of Education members to approve the proposal and implement these safety measures.

Government/Politics

January 23

11pm

Governor Rick Snyder gave his State of the State address. Governor Snyder's eighth and final speech before the full legislature. He talked about the State's infrastructure, job growth, and bringing talent back into the State, and that he still has a lot of work to do during his last year in office. The Larry Nassar case was also a topic of the evening.

The Governor outlined his accomplishments and some blemishes during the course of his administration. He discussed the State's opioid epidemic, water quality improvement in Flint, and one accomplishment that he says helped Michigan become the comeback State, job growth. Governor Snyder said "We've created over 540 thousand private sector jobs, we ranked number one in the Great Lakes States and number six in the Nation".

February 8

6am

After a month in office, Lansing Mayor Andy Schor delivered his first "State of the City" address. Mayor Schor spent less time talking about Lansing's past and more time on outlining his plans for the future. He says he wants the future to bring economic development to the Capitol City, strengthening of neighborhoods. He also laid out his plans for schools, where he says he'll assign someone at the city to be a liaison between the city and the Lansing School Districts. Another top priority is fixing the City's roads and sidewalks. Near the end of his speech the Mayor also acknowledged the toll that the Larry Nassar scandal has taken on the Lansing area.

While wearing a teal ribbon in support of sexual assault survivors, he said his heart goes out to all of the victims, some of them he says he knows personally. The Mayor was asked if he thinks the MSU Board of Trustees should resign and he said that should be up to the University's Administrators and the MSU community.

March 21

6pm

Right now just 16% of City and Township Managers in Michigan are women, but a non-profit is working to change that. Today the Michigan Municipal League launched its 16-50 Project. It's aimed at providing women with better opportunities for leadership in local Government. Organizers of the campaign say women seeking executive positions don't get enough support. The 16-50 Project will provide mentorship opportunities for women looking to become City Managers.