

## 2<sup>nd</sup> Quarter 2021

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

PROGRAM	DAY	TIME
<b><u>Local</u></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	11:00-11:30 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.

#### **Regular NBC Network News Programs carried on WILX:**

<b>NBC Today Show</b>	Monday through Friday	7:00-9:00am
<b>NBC Today Show 3<sup>rd</sup> Hr.</b>	Monday through Friday	9:00-10:00am
<b>NBC Today Show with Hoda &amp; Jenna</b>	Monday through Friday	10:00-11:00am
<b>NBC Nightly News</b>	Monday through Friday	6:30-7:00pm
<b>NBC Sunday Today Show</b>	Sunday	8:00-9:00am
<b>NBC Meet the Press</b>	Sunday	9:00-10:00am
<b>Dateline NBC</b>	Various	Prime Time

All of the above programs are network news programs presenting a mix of news, weather, sports, and issue-related stories.

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

**Pet Pals**                              Friday                                      7:00am News

This segment features a pet from Lansing's Capital Area Humane Society. They tell viewers about the pet and where they can go to adopt that particular cat, kitten, dog or puppy.

**Missing in Michigan**              Friday                                      6:00pm News

Segment covering missing people in Mid-Michigan.

**Positive Parenting**              Thursday                                      5:00pm News

Our local evening Anchor Mallory Anderson hosts a weekly segment geared toward positive parenting. She provides helpful tips, speaks with experts, and keeps you up to date on recall information.

**Watching Your Wallet**    5:00pm News

Segment airing 2 times a month in our 5pm newscast. Informational segment features anything from consumer warnings to saving money.

**National:**

**Full Court Press with Greta Van Susteren**      Sunday                                      10:00am

Full Court Press is a national, weekly news show helmed by lawyer and veteran anchor, Greta Van Susteren. The program takes an up-close look at how national laws and policies impact local communities and individuals-including right here in our local viewing area.

**Dateline NBC**

Dateline NBC is a weekly television series that includes investigative journalism, true crime, and human interest stories.

## **Meet the Press**

Meet the Press is a weekly news/interview program produced by NBC. Meet the Press specializes in interviewing national leaders on issues of politics, economics, foreign policy, and other public affairs.

## **Syndicated**

### **Dr. Oz**

Monday-Friday

12:00pm

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.

## **Public Service Announcements aired during 2<sup>nd</sup> quarter:**

Ad Council - Sunny Days Ahead (Vaccinations/Children)

Ad Council/CDC - Grandma (Vaccinations)

Ad Council - The Awkward Silence (Mental Illness)

Ad Council - Adopt Pure Love Anthem (Pet Adoption)

Ad Council - Manage Your Numbers (Heart Health)

Ad Council/CDC - Back Into The Game (Vaccinations)

Ad Council - Texting & Driving

Ad Council - Buzzed Driving is Drunk Driving

## **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.

# PROGRAM SEGMENTS PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

April 1, 2021 – June 30, 2021

## Public Safety/Community Issues

**May 18, 2021**

**Duration 1:34**

**11:00pm**

The East Lansing Council is discussing the police operations budget. The city went from 54 officers down to 49 and have reduced their overtime hours. Councilman Ron Bacon says part of that budgeting shift was to make room for social workers and resource officers. East Lansing resident Adam Delay says “I don’t think there’s an immediate threat to public safety through a reduction of this level”. Delay is of the opinion that even more funding should be invested into social work”. Bacon says the full impact and are they the right size numbers will be questions that are going to have to travel out a little bit because they occurred during Covid. “It’s really difficult to put your thumb on at this time. A lot happened inside of Covid that hasn’t been tested yet”.

**June 18, 2021**

**Duration 1.48**

**6:00pm**

Lansing Mayor, Andy Schor is bringing more police officers to the Lansing Police Dept. to address the recent increase in gun violence. Residents in Lansing have seen 14 gun deaths over the last 6 months. The Lansing Police Department is receiving more than 600 thousand dollars in grant money to hire more officers. Mayor Schor believes adding more night patrol officers will bring down the violence. Mayor Schor, “We’ve spent a lot of effort on prevention, but we also have to do enforcement. We have to make sure that situations don’t turn violent, we need more officers to do that”. Schor plans on hiring 5 new officers to the dept. Mayor Schor is calling on the City Council to approve the grant money as soon as possible stating they need to “Begin the hiring process immediately”.

## Health/Medical

**April 7, 2021**

**Duration 1:43**

**11:00pm**

Michigan is Number 1 in the nation for Covid-19 cases. The state's positivity rate is up 348% with 63 counties with a 10% or higher positivity rate and case rates are up 375% in the state since the previous low on February 19<sup>th</sup>. The Death rate also rising according to state health officials increasing 75 percent since the March 9th low. It is believed that young and unvaccinated people are driving up the numbers. During a virtual briefing Dr. Sarah Lyon-Callo, director of the Bureau of Epidemiology and Population Health at Michigan Department of Health and Human Services talked about the COVID impact on the state's young adults. Variants are also causing concern among health officials. Since virtual briefing Genesee County has reported a case of the Brazilian variant, adding to the counties where variants are present. There are 46 counties that have B117, two counties that have B1. We expect that there are variant cases in more counties as well and variant cases we are unable to identify.

**May 24, 2021**

**6:00pm**

Michigan State University is possibly going to implement a mandatory vaccine requirement. Schools including U of M, Oakland University, and Albion College have already decided to require students to be vaccinated to be on campus. Some current students said they'd like to see more people get vaccinated but they're not crazy about a mandate. Sara, a Junior at MSU, said "I do understand that it's for everyone's safety and I do think people should be getting vaccinated, but it feels like its going against people's rights, kind of force them to get a vaccine in order to attend classes". The advisory council works with MSU President, Samuel Stanley to make these decisions, it all comes down to his vote.

## Economy

**April 29, 2021**

**Duration :30**

**6:00pm**

The Lansing Regional Chamber of Commerce is working on its first ever "State of the Lansing-Region Report". The goal is to compare our region against 11 other communities in the US to identify strengths and weaknesses. The study will

compare 42 economic indicators. They include job growth, population growth, and private sector investment. Partners of this project include Lansing Community College, Michigan State University, and the Lansing Economic Area Partnership.

**May 1, 2021**

**Duration 1:51**

**7:00am Weekend**

Graduates at Michigan State University are looking to start their lifelong careers. However, due to the damaged economy caused by the pandemic, that might not happen right away. Karen Hanson, Director of Employer Relations/Communications, says "The process might take a little bit longer than it did previously because the job offers were coming out later" Hanson says many employers generally begin their recruitment in the fall but a lot of businesses were still recovering. Due to the cancelling of internships last year students are having to go back and complete those before beginning any jobs. According to Hanson, even though the jobs were slow going in the fall, they're coming with a vengeance now. "We're seeing a huge increase in jobs. Frankly we're having a hard time keeping up with jobs on our job board. The job are out there now. It's just a matter of fact that they're coming later than students may be used to. Hanson says rather than waiting until September to begin job matching, they're starting in August to get a head start for next year's graduates.

## **Education**

**May 27, 2021**

**Duration :30**

**6:00pm**

The state may expand the current 3<sup>rd</sup> grade reading law. The law currently states that 3<sup>rd</sup> grade students can be held back if they score 1252 or below on the English Language Arts portion of the M-Step test. State Senator, Ken Horn says extending the law to 4<sup>th</sup> graders for next year will provide some cushion for students coming out of the pandemic. He says "These kids, they're just behind. They will have an additional year in the 4<sup>th</sup> grade to be able to get their intervention, to have their teachers really step in, we'll pull them out of classrooms and we'll have summer learning programs."

Ingham Intermediate School District Superintendent, Jason Mellema says students don't need to be held back, they need additional resources. "I understand and appreciate that poeple are saying, 'but we don't want students to go through school not knowing how to read.' Because we recognize the long-term implications that literacy has. This is not the way we're going to solve the challenges we saw in the pandemic as more high steak testing. We need more interventions, we need more

support, we need more literacy opportunities to wrap around students to make sure they can be successful”.

Senator Horn says we have good teachers and a good educational system but there has to be a bottom line. “By golly, we can put a man on the moon, we should be able to teach our 3<sup>rd</sup> graders how to read at a 3<sup>rd</sup> grade level in the third grade. If we’re not, then we’re failing them”.

**June 9, 2021**

**Duration :30**

**5:00pm**

Governor Gretchen Whitmer is asking the State Legislature to get more kids into preschool. She wants to spend another 405 million dollars in State and Federal money on the “Great Start Readiness Program”. Great Start provides free preschool for 4 year olds from low-income families. The Governor says 66% of eligible kids are enrolled in the program and she would like to see that number grow. The Lansing School District has one of the largest Great Start Readiness Programs in Mid-Michigan. There are about 450 four year olds in 28 classrooms across the districts. If the State approves extra funding administrators say more classrooms will be added. Interim Deputy Superintendent, Sergio Kern says this program is different than many preschools. “We focus on the whole child, therefore we target the content, the academics, and the social, emotional learning of the child”. Jennifer McCaffrey, Eaton RESA, says “It really sets them up for success in school and in life”. That is the Governor’s goal, particularly when it comes to the State testing for 3<sup>rd</sup> graders.

**June 22, 2021**

**Duration 2:04**

**5:00 am**

There is a historic high level of teacher shortages. David Crim, Spokesman for MI Education Association, "The teacher shortage has become severe and acute - one in five new teachers were leaving the profession in the first five years that's a historic high" Crim also says that the teacher shortage has been an issue even prior to the pandemic because of the starting salaries, but the pandemic has made things much worse.

Lansing School District Superintendent, Sam Sinicropi agrees, “It hasn’t helped, I think that in the past, everybody didn’t mind moving from one place to another and I think that’s changed with the pandemic. I think people’s reluctance to maybe not be in an area they are not familiar with.” Sinicropi says Lansing has eleven open positions but the hardest ones to fill have been open since before Covid hit.

“We have Spanish immersion and Chinese immersion programs that require specific certifications for those positions, and they are more difficult to find as our special education positions.

Crim says “Those have been the harder staffing subjects you can throw in math and science, foreign languages and special ed have been historically difficult to get

enough teachers into because they require this special certification that has only exacerbated because of the pandemic.”

Scrinopi: "We've reached out to the colleges and universities in our area - We have some programs in place that if we find somebody who is willing to get that certification we will assist them in getting that certification in order to be able to fill those positions"

Crim tells us that there are two solutions to alleviating the shortages. One way is by increasing the starting salaries and the other is by providing student loan relief.

## Government

**April 29, 2021**

**Duration 1:51**

**6:00pm**

Governor Gretchen Whitmer gave an update on Covid restrictions. “As we drive toward our eventual goal of returning to normal we will pass checkpoints along the way that will allow us to gradually lift more limits and eventually get over that finish line”.

BREAK DOWN OF THE GOVERNOR'S PLAN.:

- STEP ONE: TWO WEEKS AFTER 55 PERCENT OF MICHIGANDERS RECEIVE THE COVID-19 VACCINE REMOTE WORKING WILL NO LONGER BE A REQUIREMENT.
- STEP TWO: TWO WEEKS AFTER 60 PERCENT OF MICHIGANDERS ARE VACCINATED CURFEWS FOR RESTAURANTS AND BARS WILL EXPIRE. CAPACITY LIMITS WILL INCREASE AT SPORTS STADIUMS...BANQUET HALLS...FUNERAL HOMES...AND GYMS.
- TO GET TO STEP THREE...65 PERCENT OF ELIGIBLE MICHIGANDERS MUST BE VACCINATED. TWO WEEKS AFTER THIS HAPPENS.THERE WILL BE A REDACTION OF INDOOR CAPACITY LIMITS.
- THE FOURTH AND FINAL STEP WOULD REQUIRE THAT AFTER TWO WEEKS OF 70 PERCENT OF MICHIGANDERS BEING VACCINATED....SOCIAL GATHERING AND MASK MANDATES WILL BE LIFTED.

"It's dependent on people though of course. Just like everything the past 15 months. It dependent on Michiganders availing themselves of these incredibly important vaccines."

The state will wait for two weeks after each goal is met to ensure the vaccine has time to become effective. Ingham County Health Officer, Linda Vail says she has faith her department will be able to meet the Governor's benchmarks. "We are actually a little ahead of the state in terms of the 48.8%. So we are close to 50% in Ingham County." Vail also says getting 70% of the eligible population might be a challenge but expanding vaccination efforts will be helpful.

## Diversity

**April 7, 2021**

**Duration 1:32**

**5:00pm**

At Michigan State University some professors have created an app to put people in uncomfortable situations. The app starts students out in front of Chittenden Hall to experience scenarios as a minority or a disabled student. You can select an African American male avatar, a Muslim student wearing the Hijab, a disabled student among others. Dr. Quentin Tyler, MSU Director for Diversity, Equity and Inclusion, "We have an individual that uses a wheelchair so they don't have access to come up through the front part of the building but they have access to go all the way around to the side where there's a ramp, so individuals see firsthand the experience of that individual maneuvering, even being late for class".

Doctors Tyler and Dr. Linda Nubiani have been working on the Walk a Mile in My Shoes app since 2019. Dr. Linda Nubani, "When I tried it I was fully immersed and I know that this is all fake but once I was inside I thought oh my gosh, this really feels real and then there was a script that ran on me. I felt like I couldn't pick words to defend myself". The app is set to roll out in a few weeks and right now they are recruiting volunteers.

Dr. Tyler says the goal is to create a space where everybody can experience things from other people's perspective, to see the world through their lens. Hopefully it brings us together to bring a more inclusive, equitable, and diverse society.

**April 20, 2021**

**Duration 1:35**

**6:00pm**

The Lansing branch of the NAACP is denouncing Mayor Andy Schor's administration over racial and social justice issues. The NAACP says lives are being affected by Mayor Andy Schor. Its demanding he take accountability for a number of reports of harassment and mistreatment of African American city employees during his time in office. Mayor Schor is a defendant in a lawsuit from seven current and former African American employees who claim that his administration created a hostile work environment and that they were retaliated against when they complained. Dale Copedge, NAACP President, "The committee felt it was time to react, a time to make a statement, or take a position on all of these past things that have happened. When they were members of the administration found it kind of difficult to do their work when they were second guessed on a number of things. In fact People in the cabinet would give suggestions over individuals who have the expertise, 10, 15, 20 years in doing that work, where they were overridden."

Mayor Schor, who is running for re-election released a statement saying "I am incredibly proud of the diversity of my administration. We will continue the job of working together, with residents and leaders across Lansing toward a more equitable future for all".

Last year Schor hired a consultant to lead a diversity task force that is reviewing racial equity issues in the city.