

## Fourth Quarter 2013

### **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	7:00-8:00am
<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	6:00P
	Tuesday	6:30A

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.

<b><u>Consumer Reports</u></b>	Any Newscast	6:00PM
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Anchor Lauren Evans gives viewers information on tested products anywhere from vacuumns 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 the particular cat, kitten, dog or puppy. No pet we feature has ever gone without adoption.

**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**

Mon-Fri

4:00PM

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.

**Schools Rule**

Amanda Malkowski, local WILX reporter goes to local schools to see how and what students are doing. She speaks on air with teachers, instructors and students. The students arrive at the schools early in the AM and are always jam packed.

## **PROGRAM SEGMENTS PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

### **Public Safety**

**Dec 31**

**5PM Show**

Due to the recent ice storm many people in the City of Lansing are still without power. If some residents still need a warming center the Bailey Community Center 300 Bailey St opens at 5PM in the city. If residents need warming after the center is closed those hours may change.

**Dec 31**

**6P**

The American Red Cross shelter at Trinity Church 3355 Dunkel Rd closed on Tuesday but two families still remained and the Red Cross put them in a hotel.

**Dec 31**

The City will continue to advocate for residents without power, but it is advised that those still without power continue to make contact with the Lansing Board of Water and Light on a daily basis until their power is restored. BWL emergency numbers given out on screen.

**Dec 31**

**6P**

Lansing Board of water and light is down to 400 customer outages down from 550 earlier in the day. The BWL projects that full restoration of power to its electric service territory will be operational by 11:59 PM. Line crews are working in the following areas and streets., WILX put all the information up on the screen so that

viewers would know when their electric would come on.

## **MINORITY**

**Dec 31**

**5PM**

WILX reports that the Lansing Annual Kwaanza celebration will have a new time for their celebration. The celebration of African American culture will take place Wed Jan 1<sup>st</sup> from 1-3PM. All members of the community are invited to attend.

## **HEALTH**

**Dec 30**

**AM show**

Amana reports that the States' Mental Health Court program is set for an expansion. State Leutenant Gov Brian Calley says Mental Health Courts have been successful in reducing the number of offenders with mental health or substance abuse problems. One bill in legislation authorizes Circuit and District courts to create mental health courts. It also paves the way for Family Division's of a Circuit Courts to establish a Mental Health Court for Juveniles.

## **Government**

**Dec 30**

**6PM news**

WILX streamlined the Lansing City Council meeting where the council will address concerns of citizens affected by the power outages after the major ice storm hit Michigan last week. The storm left hundreds and thousands of people without power. The public was invited.

## **HEALTH**

**Dec 29**

**11PM**

A woman's group in Adrian is asking for bras used as art objects for a fundraising auction. Proceeds from the event will support the Women's Health Center at pro Medica Herrick Hospital. Organizers are asking artists to submit work for the auction.

## **Environment**

**Dec 29**

**6P**

A forestry assistance program has been started by the Muskegon Conservation District. The forestry assistance program will provide free consultation on forest management issues to Muskegon County landowners, including habitat concerns and how to **prepare properties** for timber sale.

## **ECONOMY**

**Dec 27**

**11PM**

The Color Run has come back to Lansing. It will take place in July. It is held at Adado Riverfront park during the same week as Common Ground Festival. More than 150,000 people part in the event last year. Runners start the race white and end up doused in color by the time its over. Ticket money to participate goes to local charities.

## **ECONOMY**

**Dec 20**

**11P**

Two companies planning to invest up to 28.6 million in Michigan are getting support for expansion efforts for our state. The Michigan Economic Development Co announced that Circuit Controls Corp and North American Lighting are getting incentives approved by the Michigan Startegic Fund. The state says they expect more than 113 new Michigan jobs.

## **Health**

**November 25**

**6 PM**

Sinus Infections are what is going around in Lansing. Nurse Practioneer Linda Eckerson at McLaren Greater Lansing Dewitt Family Medicine is treating sinusitis. Primary symptoms given out to our viewers and what to do if you catch it.

## **SAFETY**

**Nov 26**

**5P**

WILX reports that Ford is recalling the Escape small SUV to fix oil and fuel leaks that can cause first. Many of the vehicles were those from 2007-2012. Dealers will fix cooling and control systems or inspect and replace fuel lines for free.

## ECONOMY

Nov 28

5P

About 6000 senior citizens were treated to Thanksgiving Dinners in their homes. Meals on wheels did the good deed.

## Safety

Nov 28

AM Sho

WILX reports that back in the day when parents wanted to visit their child's school they went into the front door and were buzzed into the principal's office. Times they are a changing,. The Ingham County Family Court is purchasing about 10 bulletproof vests for its case workers,. Those employees in the most dangerous positions are being fitted for the suits.