

## Third Quarter 2016

### **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 web channel 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 and tells 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**

**July 1, 2016 – September 30, 2016**

### **Public Safety/Community Issues**

**July 16**

**6pm**

The new game, Pokemon Go, is causing concerns for local police. While you may find that rare Pokemon, it's important for people to realize what's going on around them. Instances across the US have seen car accidents, pedestrians being hit by cars, and cases of trespassing but right now Lansing hasn't seen any problems. There are players that aren't paying attention as they look for characters in the game. Chief Michael Yankowski, Lansing Police Dept., said "We haven't had any incidents at this time, but let me tell you that is changing on a daily basis." At least one player has said that she plays while driving. Chief Yankowski, "We don't want people driving and messing around with their cell phones, especially playing a game". It's not just drivers that are causing a problem, pedestrians are stopping in the middle of the road to play the game. Police are urging local residents to be aware while playing the game and to be aware of your surroundings. They also say drivers should be more cautious if they see someone on their phones about to walk into the road.

**August 9**

**5am**

"National Night Out" is taking place this evening in neighborhoods around Lansing. National Night Out is a crime prevention program that emphasizes partnerships between police and the community. 21 neighborhoods across the city hold events like block parties and cookouts. Mayor Virg Bernero and Police Chief Mike Yankowski and the Lansing Fire Department attend most of them.

## Minority

**July 26**

**4pm**

The Attorney General and Secretary of State are appealing a Federal Judge's decision to block a new law that bans Straight Ticket voting. The judge said last week that it's unconstitutional because it could unfairly impact minority voters. That could cause big problems for clerks, who are worried a legal fight could delay them in printing the ballots. That's not the only issue either, an Ingham County Clerk tells us if the ban stays in place it could make voters avoid the polls altogether. Barb Byrum, Ingham County Clerk says "With the elimination of straight party voting, clerks around the state anticipate significantly increased wait times to vote and that's not encouraging all voters to exercise their right".

**August 18**

**6pm**

The Lansing Police Department is having a hard time forming a force that reflects the community it serves. It doesn't help that fewer people are looking to join the force with the department seeing a big drop in applicants. Less than 20% of the department's hires in the last two years have been minorities. Police and community leaders are trying to change that. The landscape for the law enforcement profession is challenged right now. Police Chief, Mike Yankowksi says a big problem is the perception of law enforcement saying that all the negative comments being made toward law enforcement are not always fair. Stating "Our police officers do so many positive things, our officers get it right a lot of the time and when they don't it's our job to hold them accountable no matter what." Bishop David Maxwell is joining the effort, "If you're going to have a successful police force, that police force must and I say must, look like the community that it polices. The department is trying to change the perception and is doing outreach in both schools and neighborhoods. The Lansing Police Dept. is also hoping to get more women to join the force.

**September 15**

**6pm**

The Michigan State Police Department is recruiting and it wants to add more diversity to its ranks. They are specifically looking for minorities and women. Miguel Mendez is a MSP recruit and his ethnicity is a big reason why he wanted to join the MSP, "I'm Hispanic and I wanted to actually set an example for them and actually show that we can improve the Hispanic community". Being a minority, Mendez hopes that his presence on the force will help facilitate a better relationship with the public. "One man can change a whole perspective on how the community looks at you, so if there are minorities out there that could second guess what law enforcement does, I am here to explain that we are here to help you guys". The

Michigan State Police believe that a diverse workforce helps connect the community and that's why they're trying to recruit more women and minorities. Lt. Robert Hendrix with the MSP Recruitment says "It helps sort of ease the mind of people that we come in contact with. It's a little more comfortable sometimes when people interact with people that look like them." That comfort is part of what inspired Mendez to join. Mendez said "When you're a little kid or teenager and you can see a Hispanic or African American in the Michigan State Police it could influence you into finding out more information." With more troopers retiring, the MSP is in need of all recruits, they are just looking for good, quality people to join the agency.

## **Health/Medical**

**July 22**

**11pm**

McLaren Hospital has been seeing an uptick in people coming in with heat related injuries this week, they are urging people to be careful. Dr. Dave Komasara with McLaren said "Make sure you're taking extra precautions no matter what you're doing outside, but especially for the people who are working outside or working in factories, working somewhere where it's always hot but now it's hotter". The doctor says one symptom of heat illness to keep an eye out for is excessive sweating, and if you stop sweating entirely that could be a sign of something serious. "Being aware of your body. If you feel tired, if you feel fatigued or crampy, don't ignore it". He says you don't have to be outside to become ill, hot apartments that don't have air conditioning can also be dangerous. "The most important thing is making sure people are also checking on sick or elderly that live alone". Doctor Komasara also says if you're outside a lot, he recommends drinking almost double the amount of water you normally do.

**August 26**

**6pm**

With the increase in EpiPen prices a local mother expects to pay "Anywhere from 12 hundred to 15 hundred dollars". For Theresa Anderson that's what she expects to pay for two sets of EpiPens when the current supply for her 11 year old son expires. That's out of pocket, with insurance. Her son has severe allergies and for over a decade the East Lansing mom has been buying EpiPens. "I really noticed the increase beginning three years ago". The Andersons are just one case of the families affected by the costs of EpiPens. It isn't just families feeling the pressure either, this past year, Capital Area Community Services early head start pre-school program in Lansing spent around 27 thousand dollars to buy two sets of pens for the 27 students that need them.

The program serves over 17 hundred underprivileged kids ages zero to five across Ingham, Eaton, Clinton, and Shiawassee Counties. Head Start gets money from the Federal Government and employees say if the prices of EpiPens weren't so high they could spend some of that money elsewhere. Gail Hagbom, Nutrition Coordinator says "We could use better to serve children getting them ready for school".

**June 17**

**5pm**

With the temperatures rising, how hot can it get inside a car? On an 80 degree day a car can reach over one hundred and fifty degrees if it's parked in the sun. It doesn't take long for uncomfortable to turn to dangerous. Greg Fuller, Sparrow Hospital Emergency Room Physician says "It's not that you should leave someone in a car or someone should be left in a car for short periods on a hot day it's that they should never be left in a car at all, whether it's your pet or someone in your family."

**September 19**

**6am**

The skin infection, Impetigo hits a junior high team. Dr. Melody Angel with Lansing Urgent Care says "Anytime there's sports and people, just the humidity, sweat, moisture, and close contact and sharing uniforms it's possible". Impetigo is common in daycares and sports. Doctors say the best way to avoid catching it is with good hand hygiene. Dr. Angel says that getting Impetigo doesn't mean you're a dirty person and preventing Impetigo requires parents teaching their children at a young age to practice good hygiene and wash hands frequently. It's fairly simple to treat with either a topical antibiotic or an oral antibiotic depending on the case.

## **Economy**

**July 6**

**6am**

Capital Region International Airport has introduced a new non-stop flight from Lansing to Washington DC. It's part of American Airlines brand new non-stop services. The US Department of Transportation gave American Airlines the go ahead to provide this direct flight from Michigan's Capital to our Nation's Capital. Senator Debbie Stabenow worked to get the non-stop flight in place saying the route is a big boost to Mid-Michigan's economy and important for people who work at the capital, at Michigan State University and more.

**July 28**

**6am**

Another movie will be filmed in the Lansing and surrounding areas. The producers of the new Transformers movie are filming in Mid-Michigan. They are scouting places in the Lansing area for filming. One spot may be the Board of Water and Light's Eckert Power Station. Not only does movie production generate excitement, it can also contribute to the local economy. The average visitor spends about \$250 per day and movie crews are usually in town for longer. President of the Greater Lansing Convention and Visitor's Bureau says "They spend a lot of time here when filming, they have talent, grips, and people working on the production that will come in and out so the impact is much greater". Filming in Lansing will mean a boost for the local economy.

**August 19**

**5am**

MSU Economist Professor tells us there are people who have given up looking for work and they've given up looking for work and they're not counted as unemployed. There are also people that want a full time job but they can only find part time. Including that group, the number is about twice as large. A lot of businesses say they are struggling to hire workers. Ballard says a stronger economy will encourage people to re-join the workforce. He believes some people, like the baby boomers and drug addicts may never return.

**September 20**

**11pm**

The state of our roads are continuing to cause problems for local businesses. Pat Gillespie, President of the Gillespie Group, "If people have to drive through potholes and they ruin a tire or they just feel like they're heading into a part of town that maybe isn't well kept so they're probably not going to come back. That's why he and more than fifty other business owners have signed a letter to the City of Lansing asking it to make repaving Michigan Ave a priority. Tim Daman with the Lansing Regional Chamber says "At the end of the day it's about investing in the infrastructure to make sure that we continue the strength that we've seen in economic growth and job creation along that corridor". Gillespie and Daman both say the downtown is redeveloping and the infrastructure needs to keep up. The Chamber of Commerce says there are more than 300 million dollars worth of current and planned development projects on Michigan Avenue right now so the business community is pressuring the city to repair the condition of the road.

## Education

**July 11**

**11pm**

The “Lansing Promise” is going to be able to help send even more local students to college. The scholarship gives Lansing School District students tuition and fees for an Associates Degree or two years toward a Bachelors Degree at Michigan State University, Olivet College, or Lansing Community College. More students were able to benefit from it thanks to a roughly 65 thousand dollar donation from the Lansing Regional Chamber of Commerce. Kellie Dean, Lansing Scholarship Chair, says “With this donation from the Lansing Chamber, we’ve been able to provide scholarship programs for over 600 Lansing students that have graduated from a Lansing High School”. That’s over four years and Promise is continuing to grow. “We have a record number of students we will be attending this fall, over 165 students have applied and will be receiving Promise Scholarship dollars”. Next year the Chamber hopes to present a six-figure check to assist the youth in our community.

**September 7**

**6pm**

Going back to school doesn’t involve leaving the house for thousands of kids in Mid-Michigan. Michigan doesn’t require home schooling families to report and that means we don’t have an exact number for our state but the “Coalition for Responsible Home Education” estimates it’s between 51 and 68 thousand. Associate Professor in Education at MSU, Kyle Greenwalt says the growing trend of teaching kids at home is because many parents don’t think their students are thriving in public school. Parents that don’t want their children to miss out on traditional public school experiences can take their children to “Community” once a week. Community is when a group of home school students come together and have class. Dee Dee Leak with the Classical Conversions Home School Group, said “The come together, the home school families once a week to gather kids together and do common instruction, presentations, and that kind of thing”. Like a traditional public school, the students have lunch, do science experiments, etc...

**August 29**

**6pm**

Classes are back in session in Ingham and Eaton Counties. With kids back in school safety is the priority. Waverly schools has kept in effect the “nut-free” policy for the protection of students with peanut allergies. Police are also working to keep students safe. Sheriff’s deputies will be out in full force watching school zones and following bus routes. They also remind drivers to be aware of students walking to school and the importance of stopping with the school buses red lights are flashing. Failure to do so will result in a strict penalty.

## **Government/Politics**

**July 1**

**6am**

A new fiscal year begins today for the City of Lansing and council members finalize a budget amendment just before the midnight deadline. The budget includes money for ten new police cars, an ambulance, cash for IT upgrades, facility improvements, and streetlights.

**August 19**

**11pm**

Jobs and African American voters are the focus of Presidential Candidate, Donald Trump's speech today in Dimondale. Donald Trump spent a lot of time talking to the crowd about helping people get out of poverty. Trump finished his speech emphasizing how important it is for Americans of all races to be united and how he will make that happen if elected President.

**September 29**

**6am**

The City of Lansing is announcing two new "Green initiatives aimed at making Lansing a greener place to live. The program called "Scraps for Soil" will work with local restaurants to compost food waste and make it into soil. Community Energy Management will fund energy assessments around the city owned buildings to find out where they can reduce costs. Mayor Virg Bernero will discuss his plans for each initiative and how the community will be impacted.