

Fourth Quarter 2014

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: 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.

Consumer Reports Any Newscast 6:00pm

Anchor Lauren Evans gives viewers information on tested products anywhere from vacuums 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 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 and 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, 2014 – December 31, 2014

Public Safety/Community Issues

October 20

6pm

The number of heroin related deaths is rising in our local community. Some teens trying the drug as young as 14 yrs. old. Health workers say 40% of heroin addicts first started with prescription drugs. Col. Kriste Kibbey Etue with the Michigan State Police Dept. saying that "These are normal everyday people getting hooked on heroin because it does not have to be injected as in the past". Even with programs like the "Prescription Drug Takeback" local police say it's going to take continued effort to reverse the trend.

November 23

Weekend 11pm

The Saint Vincent Catholic Charities Adoption Center hosted its annual "Gift of Giving" art exhibit to celebrate National Adoption Month. Foster children had a chance to share their gifts with the community. Teens present a piece of art to the the community what gifts they could bring to a potential family. The center focuses on helping teenage children find their 'forever homes' which can be difficult, but not impossible.

December 12

4pm

Voters did not approve a public safety mileage last month so more than a dozen Shiawassee County Sheriff Deputies will lose their jobs. The dept. does not currently have the money to pay for the road patrols. People who live in the county are now concerned officers won't be there when they need help.

December 23

11pm

In a neighborhood just west of the Capitol there have been cars broken into and several stolen. Lansing Police are working hard to catch the perpetrators but they cannot be everywhere at once so neighbors have joined together to start their own community watch. Kelly Norman and her son began this community watch because, as she stated "It's our neighborhood and it's not stopping, I want my boys to feel safe"

Minority

November 19

11pm

A lawsuit over Michigan's "Emergency Financial Manager" law will go to trial. A federal judge dismissed most of the lawsuit but will allow the plaintiffs to argue their belief that the law discriminates against cities with large minority populations. Most of the people living in cities with an emergency manager are black. The Governor's office says the law is based on numbers, not race.

December 9

11pm

A community town hall meeting was held where some community members are calling for more minorities on the police force, body cameras, and an independent prosecutor for minorities. Lt. Joseph Tomas of the MSP states that they have always hired minorities on the police force and he welcomes more people of color to apply. The community is asking for body cameras in the hopes to prevent any police brutality to occur in Lansing.

December 23

5am

Local community leader, Bishop David Maxwell says there is a negative image of being a police officer within the minority community. He's optimistic that the barriers can be overcome but says it all starts with education and changing those perceptions.

Health/Medical

October 20

11pm

The Ingham County Health Plan has an extra \$10 million dollars from money saved as the Affordable Care Act kicked in. Deputy Controller Jared Cypher says the surplus was expected but won't be enough in the long run. There needs to be a safety net of services available for those that don't qualify for insurance or for Medicaid under the Affordable Care Act. Mr. Cypher is hoping that Ingham County voters mark their ballots this November to say yes on the three million mileage renewal. Ingham County Commissioner Todd Tennis says there will always be people who fall through the cracks in the community, which is why he's also pushing for the mileage.

December 23

4pm

14 people are being monitored in Michigan for Ebola. The Michigan Department of Community Health says one person is under direct monitoring. The rest are only responsible for checking in once a day by phone for 21 days.

December 26

6pm

This morning Lansing Urgent Care physician, Dr. Michael Mangan tells us that "The doors to the facility do not stay shut long, it has been nonstop as soon as the doors opened. We haven't had a moments rest". So far they've had a steady stream of patients with flu symptom complaints. Typically the number of flu cases peak by February but the Department of Community Health says flu activity in Michigan is widespread, the highest level of activity in over three years. Even if you've already gotten the flu shot this season doctors say it's not too late to get the vaccine to help protect you from other strains. Flu is unpredictable and we could have outbreaks of flu strains anytime from now through April.

Government/Political

October 31

5am

Governor Rick Snyder and Mark Schauer are spending the final days of the campaign going after a steadily shrinking group of undecided voters. WILX asked "Inside Michigan Politics" Editor Bill Ballenger why he thinks the race is so close when the Governor had a big lead earlier this year. Ballenger said "The Governor has been reluctant to demonize his opponent. He doesn't like to go negative. He likes to talk positive, but it's past time for him to point out to people that there are some things in Mark Schauer's record that people should take note of". Ballenger also tells us that the undecided voters are often not truly undecided, they just don't feel like telling pollsters who they prefer.

November 25

11pm

Drivers were not thrilled about the proposed plan to pay for road repairs by doubling gas taxes over the next four years. So the Speaker of the House is coming up with a new idea, one that he says would raise a billion dollars a year for roads without raising the price of gas. Republican Jase Bolger said the six percent sales tax on gas and the nineteen cents a gallon tax would go away. They'd be replaced with a seven percent tax on the wholesale price that would go up one percent a year for six years.

The drawback is that sales tax on gas currently provides nearly 800 million dollars a year for schools and cities.

December 6

Weekend 7am

A proposed bill would give cities and townships the final say over bar closing time. They were proposing a closing time of 4am rather than the current 2am. It's waiting for the vote in the house. If passed there, Governor Snyder would have to sign off on the bill before it could become law. Lansing Mayor Verg Bernero is against the proposal saying "I can't imagine how this could be a good idea, it just defies all sense of logic". Many patrons and bar owners alike are stating concerns over extended drinking times and the increase in drunk driving incidents.

Economy

October 27

11pm

The renovations for the Cooley Law School Stadium were supposed to cost \$10.5 million dollars. But due to the rising construction costs around the state, it is going to be \$5 million more. The Lansing Lugnuts and the City of Lansing took out the unnecessary bells & whistles and have trimmed it to an extra \$3 million. City council member Carol Wood believes borrowing the money will take away from other city funding such as road repair. Bob Trezise with the Lansing Economic Area Partnership said he was shocked when he saw the numbers but says the city needs to stick by this project.

November 12

4pm

Gas prices are down here in Michigan. If prices stay where they are right now that would be the equivalent to an extra \$100 dollars in the pockets of each consumer this year. It could provide a boost in consumer spending. According to Gas Buddy.com gas prices are the cheapest they've been in four years.

November 21

11pm

Michigan's economy looks to be getting better in the next two years. A report from economists at the University of Michigan predicts the state will add 132 thousand more jobs by the end of 2016. That's on top of the 331 thousand jobs created over the last 5 years. The report says unemployment is half of what it was in the summer of 2009. And auto sales are at an eight year high.

Education

October 24

4pm

Lansing Schools hope to put a stop to bullying in the schools. Mayor Bernero and the Lansing School District partnered up to strategize ways to end bullying. Lansing is part of a nation-wide anti-bullying campaign. Mayor Bernero says that although it's in the early stages, by working with the school district and the community he hopes the city can move toward putting a stop to bullying in schools.

November 3

5am

The Stockbridge High School Robotics team are making headlines. The high school students partner with the Bent Prop Project to locate missing service men in Palau using the robots created by the Stockbridge Team. Ten students on the robotics team will take a trip to Palau in March. In the meantime, the Stockbridge class has expanded its numbers to over 100 students, elementary to high school age. The team says learning robotics skills makes a huge difference in their education and lives.

November 14

6am

A new test is replacing the school "MEAP" testing in Michigan. The State Dept. of Education unveiled the "Michigan Student Test of Educational Progress". It's an online test although it does include a paper and pencil option. State education officials say the test includes writing assessments, and more questions that allow students to demonstrate problem solving skills. Districts will begin to use the new "M-Step" testing in the spring of 2015.