

## Fourth Quarter 2015

### **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**

**October 1, 2015 – December 31, 2015**

## **Public Safety/Community Issues**

**November 17**

**6pm**

If you're heading out of town for the holidays the Clinton County Sheriff's deputies are helping to keep homes safe. The Sheriff's office is offering its services to check on your home when you're not there. They'll send deputies to make sure no one has broken into your home. Deputies are calling the program extremely beneficial, especially to those without neighbors close by.

**December 29**

**6pm**

The city of Lansing is providing meals for families in need. So far the city has provided 350 meals to families and delivered more meals to those who weren't able to pick them up. For many kids when they aren't in school they're missing meals. Families with children who normally get free lunch at school were able to sign up for the assistance and are now able to make sure they have food on the table.

**December 30**

**4pm**

Health officials are urging people to pick up a free Radon test at township halls and the health department in January. Radon is a silent killer, you can't smell it, see it, or taste it. Radon gas could reach high levels in the winter when houses are closed up. Greg Cabose, Community Services Supervisor for Barry and Eaton Counties, says "Michigan as well as across the United States promotes testing during closed housing conditions which is typically during the winter months when your doors and windows are closed". Radon gas is the leading cause of lung cancer for non-smokers.

## **Minority**

**October 7**

**5pm**

To emphasize Hispanic history and culture, students in three Mid-Michigan schools got a visit from former NASA astronaut, Jose Hernandez. He showed up at the “Student Leadership Rallies” at Sexton, Everett, and Eastern High Schools. Mr. Hernandez shared with the students what his father had told him, to identify a goal, draw yourself a road map, get a good education, and work hard. His message was simple, “Anything is possible”.

**December 11**

**5am**

When it comes to school performance of African American students, Michigan ranks on the lower end of the US. Michigan is among the bottom five in fourth and eighth grade reading proficiency as well as fourth in eighth grade math. Michigan has more than 280 thousand African American students, nearly 19 percent of the entire student population.

## **Health/Medical**

**October 29**

**6 and 11pm**

An investigative story was done on one woman and her family members that tested positive for the BRCA1 cancer gene. Cancer had plagued the family for years until several family members decided to have the genetic testing done. Testing positive for the gene means you have roughly a 60-70% chance of getting breast cancer and/or ovarian cancer. The story follows Lisa Dyck on her journey of preventative measures that include a complete hysterectomy and double mastectomy.

**November 11**

**6am**

In a special report we go to the campus of Michigan State University where researchers are testing the latest video game craze that is getting kids off the couch, the Xbox Kinect. Children spend between an hour to eight hours a week playing sedentary video games. Researchers are looking to replace the sedentary video time with active video gaming that gets kids up and moving. It isn't your average video game, it's a work out.

**November 11**

**6pm**

Americans are more label conscience than ever before, we're counting calories, checking sodium levels, and expiration dates. When it comes to expiration dates which one should you adhere to? Sell by date, use by date, or best if used by date. The FDA does not require companies to place expiration dates on food. That's entirely up to the manufacturer. According to the Natural Resources Defense Council, the sell by date is intended to help manufacturers and retailers with stocking shelves and moving product out. Use by and best by dates are intended to let consumers know when a product reaches peak freshness, not a spoilage date. Kim Harkness with the Greater Lansing Food Bank says "Much of the food can be eaten past the 'beyond' date on the label and is often donated to the food bank. If the can says it expired Sept. 1<sup>st</sup> then it can still be good for up to two years on a shelf." MSU Food Services Professor, Elliot Ryser says "Canned products undergo a very high heat treatment, so the product is essentially sterile in the can".

## **Government/Political**

**October 27**

**5am**

The Lansing City Council has passed its ordinance aimed at cracking down on the trash problem surrounding local "Donation" bins. Bin operators will now be required to get a permit before the bins are set out in public. The City Council says it hopes the permit rule will force business owners to keep an eye on the bins placed on their property. Under the new ordinance, both the property owner and bin operator will be held accountable if there is a problem.

**October 28**

**4:30am**

The State Senate didn't vote on a road funding plan as scheduled, lawmakers can't agree on key portions of the bill. The Senate spent nearly six hours negotiating yesterday but couldn't get enough support for the plan the House passed last week and a vote was cancelled. Senators from both parties had issues with the bill. Democrats said it would take too long to raise funds for the roads plan and it wouldn't be enough to fix them. Some Republicans also took issue with the House Plan saying the money taken from the general fund, higher gas taxes, and registration fees, it's too much.

**November 16**

**4pm**

Governor Snyder's administration was in talks with the Federal Government about bringing refugees to Michigan but has now decided to postpone that until officials are done reviewing security clearances and procedures. Gov. Snyder said "There are people in need across the world and we're open to help folks. We just want to know we're following the best practices and making sure we're keeping our country safe. The Paris terrorist attacks were horrific." The Governor also said that most people are not terrorists, he thinks we should be thoughtful about helping people around the world but says it's important to work with the Dept. of Homeland Security to make sure some terrorist element is not let into our country.

**December 16**

**11pm**

Some experts are looking to get rid of the 'straight vote' ticket. Senate Republicans voted to get rid of checking one box and voting all Democrat or Republican on a ballot. Matt Grossman, Political Science expert says it could get people to pay more attention to each race they vote on but more than likely it will just keep people from voting on races that are lower down on the ballot. Some say getting rid of straight ticket voting eliminates a good option for some voters. Voter, Douglas Jester says "Most people use party identification as a significant part of their information about how candidates will act in office and if they really think that that's the most important factor, they can use that option."

## **Economy**

**October 23**

**5am**

The economy may be getting better but food banks are still struggling to meet the growing demand. Many people who come to the Greater Lansing Food Bank have jobs. Operations director, Kim Harkness says they just need a little help. "They're working hard, they're trying to make ends meet. They just can't make ends meet so we're here to be that catch for them. To help them out." The food bank is hoping that this fall when the food drive season is in full swing that the community can once again really step up and help out.

**October 26**

**6am**

General Motors' brand new Camaro was 'rolled off' the assembly line this morning at the Lansing Grand River Assembly Plant. The new Camaro, which was unveiled earlier in the year, will help boost the local economy. GM added a 2<sup>nd</sup> shift at the Grand River Plant, hiring hundreds to make the new vehicle. Those workers spent

the summer practicing on wooden models before making the real thing. This is the first time the Camaro has been made in the United States since 1992 and it's happening at a local plant and creating new jobs.

**November 5**

**6pm**

Everything we buy in stores, from the clothes you wear to the food you eat were delivered by truck. We investigate what happens when there aren't enough drivers to deliver these goods. 10 years ago the trucking industry was short 20 thousand drivers. Last year that number skyrocketed to 38 thousand and is expected to reach nearly 48 thousand by the end of this year. If we don't have a good trucking industry, we don't have goods in the stores. Companies are now offering better pay and benefits to attract drivers.

**November 15**

**11pm**

The opening of firearm deer season, a favorite for local hunters, but it's also beloved by store owners. Deer season brings hunters in from all over the place. Duane Eldred, owner of Duey's Corner, says "We had people in here from Louisiana yesterday and we get people from California, and all over the country. It's good for the Michigan economy." US Fish and Wildlife estimate that hunting season brings in 2.3 billion dollars for the state.

**December 30**

**5am**

Michigan's November unemployment numbers look promising for Mid-Michigan. The unemployment rate is 3.4% down from this time last year. In Jackson, the unemployment rate is 4.2% down from a 5.2% in November 2014. According to the Department of Technology Management and Budget, the overall jobless rate dropped in November thanks to seasonal hiring.

## Education

**October 16**

**5am**

With a vote to approve a new bond proposal, the Lansing School District is one step closer to major changes. Board of Education President, Peter Spadafore, said if voters approve the proposal Lansing Schools will get necessary academic and facilities upgrades. At the center of the proposal is “The Pathway Promise”. It’s a program that allows a student to focus his or her education on the arts, science and technology, or an international baccalaureate program. Lansing Schools Superintendent, Yvonne Caamal Canul, says “We’re realigning our high schools and our pathways into really viable, real-world experiences for career and college readiness for our children. With the Board’s approval, the proposal now goes to the voters on May 3<sup>rd</sup>.

**October 20**

**5pm**

Students and parents are struggling with short lunch periods during school. Dozens of parents said their kids complain that they don’t have enough time to eat. Kristin Castly Osmer, Bath school district, said her daughter come home hungry with food still in her lunch box. When asked why she didn’t eat her daughter says “I don’t have time to eat it.” Most schools have between 20-40 minutes (total) for lunch. That includes walking to the cafeteria, standing in line, recess, and getting back to the classroom. The State Department of Education says if it’s going to change in Michigan it has to come from the Legislature. When News 10 asked, State Rep Andy Schor, from the House Education Committee if he’d consider it, it turns out that his son has also complained about the lack of time to eat his lunch.

**December 17**

**11pm**

The Mason Board of Education has voted to accept recommendations to its bond proposal. The 79.8 million dollar bond will go toward improvements across the district, like new technology and upgrades to buildings. The proposal includes a 9 year facility upgrade plan. The plan will be presented to the State’s Treasury Department next month for approval. If it passes there, the proposal will go on the May 2016 ballot for voters to decide.