

First Quarter 2015

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.

<u>Consumer Reports</u>	Any Newscast	6:00pm
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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

January 1, 2015 – March 31, 2015

Public Safety/Community Issues

February 20

4pm

A rise in the number of fires across the State has the Fire Marshall reminding people to make sure your smoke detectors are working. Change the batteries and test it monthly. A working smoke alarm is still the number one way to keep a home safe from fire. Many fires are sparked by heating equipment we use this time of year to keep our homes warm.

March 20

5pm

Dozens of school districts, charter schools, and sheriff's depts. are splitting a four-million dollar grant to improve school safety. The money will be used to buy equipment and upgrade technology to make buildings more secure. Lansing, Okemos, Holt, and Haslett Public Schools are some of the local schools benefiting from the money.

March 25

6pm

Powdered Alcohol have local law enforcement and residents concerned. Senator Rick Jones introduced a bill Wednesday banning the sale of powdered alcohol in the State. Ingham County Sheriff, Gene Wriggelsworth says "Alcohol poisoning is already a large problem." He thinks that the convenience of the product will only add to that issue. Other concerns of Senator Jones, law enforcement officials, and local residents is that no one can see it when slipped into a drink, etc...

March 26

6pm

Lansing Police are working with other departments to strengthen its mutual aid. It's a cost effective way to reduce crime. Lansing Police Chief, Mike Yankowski, says "We train together, we plan together, and then we share our resources and equipment." Police say working on these relationships takes constant effort. For example local police chiefs meet every month to talk about how their depts. can help each other out. The police know that crime has no boundaries and by working with neighboring counties we can hopefully keep crime rates low.

Minority

January 19

5pm

Hundreds of people gathered at the Lansing Center today to celebrate Doctor Martin Luther King Junior's legacy. More than 50 yrs. after his famous March on Washington, local civil rights leader, Hank Thomas says he will never forget that time. Mr. Thomas is one of the thirteen original freedom riders and is still an activist for civil rights. He says "part of celebrating is realizing the work that still needs to be done"

February 13

6am

A forum was hosted by Jackson College in the wake of racial unrest around the country. Community leaders in Jackson teamed up for a conversation about race and policing the city. African-American community leaders, Jackson county sheriff's dept., as well as local police discussed ways to prevent racial tensions from events in the country affecting our area.

March 23

5am

Fewer black cops are working for the Michigan State Police than in years past according to a recent investigation. There are just 59 African Americans out of 11 hundred 34 troopers, 5.2%. MSP Director Colonel Kristie Kibbey Etue says recruiting changes should turn those numbers around to be more representative of the State's population.

Health/Medical

January 2

6am

Michigan is one of many states with widespread flu activity. As a result, local hospitals are taking extra precautions to keep the illness from spreading. If you go to the hospital when you enter there's a sign outside stating 'precaution'. They have a cart with face masks as well as rubber gloves. The hospital has a 4 hr. wait to be seen because there are so many people with the flu. The Dept. of Community Health says that flu season can last until May, saying "It's never too late to get your flu shot"

January 20

6pm

Sparrow Hospital announced plans for the Herbert-Herman Cancer Center. A facility that will house a full range of oncologists, as well as clinical and family support services. Sparrow says it's outgrown the existing facilities and this new center will be a much needed addition to its health system.

February 26

6pm

A new procedure to help people with “Peripheral Artery Disease” can now be done at Sparrow Hospital. It’s the only hospital in Mid-Michigan using it. It’s a lot like traditional angioplasty where a balloon is fed up the artery to open a blockage. A Sparrow Cardiologist says that this new procedure with the attached drug is more beneficial to the patient and lowers the likelihood of a repeat procedure.

Government/Political

January 22

6am

Governor Rick Snyder wants to invest more in skilled trades. He says that’s the key to putting more people to work. The governor says he plans to put aside some money in the budget for skilled trade programs.

February 23

4pm

Local government leaders want to spend more money on the roads. Approx. 80% of local leaders believe the State should chip in at least fifty percent more than it does right now. Nearly 25 percent rated the roads as poor. Voters will decide in May if the State should raise the sales tax as a long term funding solution.

March 24

4:30am

The City of Lansing budget looks to be in good shape this year. Mayor Virg Bernero presented his budget plan to the council last night and said he wanted to spend the surplus on recruiting new police officers, buying body cameras, fixing fire trucks and snow plows, and hiring an inspector general for the Board of Water & Light. The City Council will vote on it in May.

Economy

January 21

11pm

Funding our roads by increasing taxes is a hot debate. Scott Hagerstrom with Americans for Prosperity says “This hurts the middle class families, working families, people are still struggling out there and we don’t need to be taking 1.7 billion dollars

out of the private economy and giving it to the state government. The Transportation Association has also said they've been putting resources together to help educate the public before voting.

February 4

11pm

General Motors announced its profit sharing checks for hourly employees will go up to nine thousand dollars this year. After a roller coaster year in 2014 with dozens of recalls and record sales, the company earned 1.1 billion dollars in the 4th quarter, boosting profits and morale.

If the average profit sharing check is about seven thousand dollars, after taxes, that would mean about 17 million dollars of new spending money will be pumped into the Lansing economy.

March 19

5pm

Police, Mayors, Farmers, and Business People are asking voters to pass Proposal One. They say not doing so could jeopardize lives and the economy. Proposal One raises the sales tax to seven percent, raising 1.2 billion dollars a year for new roads, as well as money for schools and local governments. Ingham County Sheriff, Gene Wrigglesworth, says first responders have a lot to gain from better roads.

Education

January 29

6pm

In the years to come every Kindergartner will get an account and MSU Credit Union is putting the first 5 dollars in each one. Lansing Superintendent, Yvonne Caamal Canul is a partner in "Lansing Save", a program that will educate our kids about financial literacy. Parents will also be connected to the resources of our financial empowerment center. It will educate children and parents about fiscal responsibility.

March 24

4pm

The Jackson County Sheriff's office has been awarded a grant through the competitive school safety program. The department received 112 thousand dollars to enhance the public safety on school property. Special radios will improve the ability for public safety personnel to communicate in school buildings county-wide and provide clearer communications in the event of an incident on campus.

March 30

6pm

Michigan schools are turning to a new testing system to measure how and what students need to learn better. It's called the M-Step, short for the Michigan Student Test of Educational Progress. One of the biggest changes from the MEAP test is most students will take it online. Regardless of the medium, districts like Lansing say they need a new way to measure educational success.