

## First 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**

**January 1, 2016 – March 31, 2016**

## **Public Safety/Community Issues**

**January 21**

**5pm**

The State's Human Trafficking Commission is calling on the legislature to get tougher on human trafficking. The commission wants longer sentences for those found guilty of human trafficking. It also wants to protect victims by allowing prostitution related offenses, prosecuted locally, removed from the victim's criminal records. In 2014 Governor Snyder signed anti-trafficking laws designed to protect minors from prosecution.

**February 29**

**6pm**

The East Lansing and Michigan State University police are trying to make the roads safer with an undercover sting operation. They are looking for drivers that are reading, typing, or sending text messages, or using an undocked phone as a GPS. They are looking for drivers distracted by their phones. Our reporter rode along with a police officer and they pulled over a driver that was swerving and they also visually saw her with her phone. A ticket was issued and the driver is also told that they can get a discount on safety accessories at a Lansing cellular supply store. Cellular and More store is working with police by discounting all safety accessories through March 15<sup>th</sup> in an effort to keep the roads safe for everyone.

**March 18**

**6pm**

Our reporter spoke with East Lansing police regarding recent events surrounding the ride share "Uber". In two separate incidents it was reported that Uber drivers took advantage of their female customers. Both drivers were charged but now the East Lansing police are asking riders who choose Uber to pay attention to the company's safety features, verify the driver's name and license plate, track your trip, and if possible make sure there is another passenger that you know. Also if at any point you don't feel comfortable ask the driver to stop and let you out. These are just a

few tips to ensure your safety. Events of this nature are rare but we need to be more aware of safety measures. Uber does do criminal and driving back ground checks. 99.9% of the ride share drivers are good people and the general public can still be relatively sure that they know they're safe to ride in a cab or a ride share driver.

**March 24**

**6am**

Lansing police officers are learning how to use their new body cameras. The cameras are a part of the initiative to protect and keep honest both the police officers as well as the public. There are always two sides to every story and there needs to be some level of accuracy because it involves the reputation of police officers and it also involves the liberty and rights of the citizens. City officials say the transparency expected from the new body cameras will strengthen the police and community relations.

## **Minority**

**February 4**

**11pm**

In honor of Black History Month, members of Phi Beta Sigma fraternity at MSU did their part to make sure the future looks bright for some area students. The organization assembled professionals from all walks of life for a day long workshop. Minority male students from Lansing Schools took a day off from classes to attend. Students attended workshops on financing for college, careers in the military, law enforcement, and public safety, such as the Lansing Fire Department, as well as high demanding high tech careers. As an MSU professor, Dr. King rarely sees people of color in his classes. When looking at statistics not a lot of young African American males are going on to college at the rates they should be. Dr. King said "this is very important because it is a part of our mission in terms of Phi Beta Sigma and that is to connect with young people and help educate and prepare them for the real world. One student said he now has a group of men he can call mentors.

**February 16**

**6am**

The civil rights movement has a rich history in Michigan, from Rosa Parks settling down in Detroit, to Malcom X living in Lansing. For almost 2 decades, Dr. William G. Anderson, MSU College of Osteopathic Medicine, has been educating younger generations about the struggle to end segregation. Through a civil rights lecture series at MSU Dr. Anderson's connection with black history doesn't end there, the Georgian native became friends with Dr. Martin Luther King Jr. long before the civil rights movement. He says "If people do not know where they came from, they cannot have a full appreciation for where they are now or what goals they have set

for themselves”.

**March 21**

**4pm**

The latest “Kids Count” puts the number at nearly one in every four children at a 23% increase when you compare 2006-2014. That number is even higher for kids of color, with a 47% of African American children living in poverty and 32% of Hispanics. The annual report also found nearly a third of children live in a household where no parent has secure employment. Researchers say the best way to improve the wellbeing of children is to also invest in their parents.

## **Health/Medical**

**January 26**

**11pm**

A doctor with Community Mental Health of the Tri-County Area says catching and treating depression during pregnancy is important for the health of the baby. Depression can lead to poor prenatal care, poor nutrition, or substance abuse. Emily Wacyk, maternal mental health advocate, said “There is an amount of sadness or overwhelming anxiety that can come with that change.” Early checks by your doctor may catch this and the US Preventative Task Force is now recommending that all doctors check women during their pregnancy and after giving birth for depression.

**February 24**

**6am**

A lot of people have been clearing out their driveways of snow and ice this time of year. That means local doctors are seeing more patients with muscle strains caused by strenuous activity. Doctor Dennis Perry of McLaren Greater Lansing Primary Care says to look for swelling, bruising, and redness over the muscle and tendons can feel weak and painful. He also explains how to treat the pain, one way is by using ice for swelling and then heat.

## Government/Political

**February 15**

**4pm**

Republican Presidential Candidate, John Kasich came to Michigan today. He spoke to over 200 people at a rally on Michigan State University's campus in East Lansing. During his visit the Presidential Candidate spoke to students about college tuition, debt, and jobs. He also spoke about the future of Michigan's economy and the Flint water crisis.

**March 2**

**6pm**

When it comes time for Michigan's primary, will our votes make a difference? After super Tuesday Hillary Clinton and Donald Trump are leading the pack. One analyst tells us that Michigan could be the State to shake things up. Matt Grossman, Institute for Public Policy and Social Research tells us "We'll sort of be the last stand to get momentum going into those all-important winner take all states."

**March 28**

**6pm**

Lansing's Mayor, Virg Bernero, has presented his official budget proposal to the Lansing City Council. It's 2% higher than last year and is the third year in a row the city is in the black. He wants to put 500 hundred thousand of the surplus into the 'rainy day fund', raising the total to a little more than 13 million dollars. 41 million dollars would be set aside for retiree health care costs and pensions.

## Economy

**January 12**

**11pm**

Local Senator, Debbie Stabenow is taking part in the "In the Red" campaign. The campaign is urging congress to address college affordability this year. The Senator says "The economy is doing better but not for everyone. That gets into education, to make sure that college is affordable. We need to make people come out of college debt free."

**February 1**

**6pm**

Michigan State University, East Lansing, did a “State of the State” survey and found that more than half of the people in Michigan think their financial situation is excellent or good. That consumer confidence is great news for local businesses. Many local businesses are now able to expand their business. Cravings Popcorn has added two more locations in the last two years. Andrew Stansted, Cravings store manager, said “Especially during the holiday season, just to see the steady growth and pace even compared to years past, it was pretty busy.” Many local store owners hope this trend continues to benefit their businesses.

**March 20**

**6am**

Lansing Mayor, Virg Bernero, wants to sell city hall and relocate to the vacant “Lake Trust Building” on South Washington Ave in Lansing. He says the current city hall building is decaying and falling apart, that moving now would save taxpayers millions and boost Lansing’s economy.

## **Education**

**January 21**

**5pm**

Michigan’s new standardized test for school children is being questioned by State Lawmakers. The new test, M-Step, has taken over 9 months to get results back. The Lansing School district received its M-Step results in December. They showed students performed below average in almost every subject. The M-Step was given for the first time last Spring. It replaced the old MEAP testing in Schools.

**February 4**

**6pm**

As social media becomes a more important tool in the classroom, the concern for students’ safety is at the forefront. Specifically, how do schools keep the conversations between students and their teachers from crossing the line? They can talk about what’s going on in class, they talk about what their next project could be, so you can follow easily and as a parent that’s nice because you can see what is going on in your children’s school life. But the House Education Committee is concerned about how far online conversations could go. The House Education Committee is getting feedback from teachers regarding a bill aimed at regulating the interaction between the students and teachers on social media.

**March 22**

**6pm**

Michigan students may soon be able to choose their own gender identity without a parent or doctor signing off. It's part of a proposal by the Department of Education and State Board of Education. The goal is to make schools more 'inclusive' for LGBT Students. Lansing School Board President, Peter Spadafore said that ensuring a safe welcoming environment for every student is a priority in Lansing and it's part of the board's strategic plan. The political director of Equality Michigan, Nathan Triplett, says that "even though schools wouldn't be required to follow the guidance, it's a step in the right direction".