

4TH QUARTER 2010 STATION STORY COMMITMENT

WWTV/WWUP covers over 32 counties in Northern Michigan. This being the case we make sure that daily our news coverage focuses on things impacting the community locally in all of our areas. We try to uncover injustices daily, work hard to tell people's stories and give them the information that they need throughout the day.

For the 4TH quarter of 2010 we focused our coverage on several impactful story subject matters. These subjects include:

- Unemployment
- State Budget
- Education
- Local Weather
- Tourism

The following pages will list all of the stories that we have done regarding the above subject matters.

OCT – DEC 2010

OCTOBER 2010

10/1/10 TOURISM: Increased summer tourism at hotels and camp grounds
Tourism

10/4/12 AAR LAYOFFS: Mass layoffs at AAR mobility in Cadillac
Unemployment
State Budget HEATING ASSISTANCE: Human Services get cuts in funding making it
Tougher for people to get heating help in the winter months

10/6/10 MANTON POVERTY: 65% of Manton school students come from
Education families in need

10/12/10 EDUCATION: Public education spending bill, Governor Granholm vetoes
Education the bill
MEAP TESTS: elementary school students take the MEAP test
State Budget LIQUOR SALES: Governor vetoed Sunday morning sales of liquor
Tourism TC WINE: USA Today names Traverse City in top ten places for great
local wine

10/14/10 CMU PRESIDENT: Central Michigan inducted George Ross as new
Education university president
Tourism BUSY HOTELS: Hotels are still full despite falling fall temperatures

10/20/10 MI UNEMPLOYMENT: Michigan unemployment rate is on the decline
Unemploy Sitting at 13%; lowest since March 2009

10/26/10 FIRE DEPT: Wild winds left a big mess to clean up, fire departments
Weather worked around the clock to keep people safe and roads clear

10/27/10 BUSY DISPATCH: All the wind created a big mess through Leelanau
County; central dispatch took at least 132 calls

10/28/10 POWER OUTAGE: tens of thousands of people in Wexford County are
still without power; tree trimming companies are busy

NOVEMBER

- 11/1/10 CMU PROTESTOR: Westboro Baptist Church takes its controversial
Education views to Central Michigan University
- 11/5/10 PRISON REOPEN: GEO Prison in Baldwin reopens, creating
Employ hundreds of new jobs in Lake County
- 11/8/10 CMU ROBBERY: second attempted robbery at Central Michigan
Education University in the new semester
- 11/10/10 HOSPITAL CUTS: Northern Michigan Regional Health System
Unemploy announced they're cutting 50 positions
- 11/18/10 TCAPS BRAINSTORMING: Traverse City Area Public Schools holds a
Education community forum for ideas on improving education
Weather UP SNOW: Upper Peninsula gets its first substantial snow fall
- 11/22/10 NO SKI MONEY: State's cross county ski trails will go ungroomed this
State Budget winter because of funding cuts from DNRE's budget
Education GRAD STRUGGLES: College grads struggle to find a job
- 11/23/10 ROAD CREWS: Snow expected for the Thanksgiving week leaves
Weather road crews preparing to keep things clean and clear for travelers
- 11/24/10 TVC TRAFFIC: Messy mix of weather delays some flights heading into
Weather Thanksgiving
- 11/26/10 SAFE DRIVING: Roads are icing over causing plenty of accidents
Weather
- 11/30/10 UNEMPLOYMENT: Possible extension for thousands
Unemploy receiving unemployment benefits
Education BUS DRILL: Traverse City students practice what to do in case of
An emergency on their bus

DECEMBER

- 12/1/10
Weather
WINTER WX: Lake effect snow on its way, Sault Ste. Marie says bring it on, but with it comes dangerous driving conditions and lots of rollover accidents
- 12/2/10
Education
TEACHER BILL: A bill moves forward in Lansing that would put more pressure on teachers to see their students succeed
- 12/6/10
Weather
WEATHER OUTSIDE: Bad road conditions keep road commission crews busy on the roads
- 12/8/10
Employ
Education
VANDY CASINO: Bay Mills Resort and Casino expanding their new casino in Vanderbilt
SCHOOL LUNCHES: President Obama is expected to sign a bill to Increase regulation on school lunch programs
- 12/10/10
Weather
PLOW PRIORITIES: With a major storm rolling in, road commission will tackle the snow filled streets
TVC DELAYS: Bad winter weather delays flights at TVC airport
- 12/12/10
Weather
WINTER STORM BIZ: Businesses stay open and brave the winter weather to serve the determined shoppers
- 12/14/10
Unemploy
MTP BUDGET PASSED: Mt Pleasant cut their budget by \$1 million and had to cut 10 jobs from varying departments
- 12/13/10
Weather
MESSY ROADS: Road commission can't keep up with the snowfall
POWER OUTAGES: 80,000 people without power
POSTAL WORKERS: 200 area schools closed, but postal workers Fight the winter weather
- 12/15/10
Tourism
PURE MI: Pure Michigan funding is secured for winter tourism, giving Grand Traverse Resort a boost
- 12/17/10
Tourism
SNOW BUSINESS: Businesses across Northern Michigan will see a big boost in sales
- 12/19/10
Tourism
WINTER TOURISM: Winter tourism in Cadillac area – snowmobiling and skiing
- 12/30/10
Tourism
Unemploy
GAS PRICES IMPACT: High gas prices affect local tourism
VILLAGE CUTS: Suttons Bay eliminates two police officers